

City of Alexandria, Virginia

23
3-25-03

MEMORANDUM

DATE: MARCH 21, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *ps*

SUBJECT: REQUEST TO PERMIT AN EXCEPTION TO THE MAJOR EVENTS POLICY FOR THE ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION'S PROPOSED ALEXANDRIA FESTIVAL OF THE ARTS ON SEPTEMBER 13 AND 14, 2003

Attached is an amended copy of this docket item which changes the first full paragraph on page 3 to read that festival preparation and close down will occur between 4 a.m. on Saturday and 9 p.m. on Sunday (not 4 a.m. on Friday).

Attachment

cc: Joanne Mitchell, Executive Director, Alexandria Convention and Visitors Association

City of Alexandria, Virginia

23
3-25-03

MEMORANDUM

DATE: MARCH 20, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: REQUEST TO PERMIT AN EXCEPTION TO THE MAJOR EVENTS POLICY FOR THE ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION'S PROPOSED ALEXANDRIA FESTIVAL OF THE ARTS ON SEPTEMBER 13 AND 14, 2003

ISSUE: City Council consideration of request to permit an exception to the Major Events Policy for the Alexandria Festival of the Arts, sponsored by the Alexandria Convention and Visitors Association (ACVA).

RECOMMENDATION: That City Council permit an exception to the Major Events Policy to allow the Alexandria Festival of the Arts, sponsored by the Alexandria Convention and Visitors Association, to occur on Saturday, September 13, and Sunday, September 14, from 10:00 a.m. to 5:00 p.m.

DISCUSSION: The City's policy on City-endorsed major events, adopted by Council in May 1986 and modified in June 1994, and in June 1998, limits events held in the Old Town area to every other weekend. Currently, the Italian Festival, sponsored by the Sons of Italy, is scheduled for September 6 at Market Square. The Chili Cookoff, sponsored by the National Kidney Foundation, is scheduled for September 20 at Oronoco Bay Park. Should Council approve this exception, the result is that three events in a row will be held during September in Old Town. However, the signature nature of the proposed festival, coupled with lesser impacts of the events on September 6th and 20th, result in a recommendation that the exception to the Major Events Policy be approved.

The Alexandria Festival of the Arts is a proposed two-day, outdoor festival, featuring about 175 artists from all over the nation. Artists whose work has been screened and approved will be displaying and selling fine art from oil, acrylic and watercolor paintings, sculpture, prints and photographs to sculpture, pottery, glass, and jewelry. The Festival of the Arts will take place on King Street between Saint Asaph and Union Streets. This will require the closing of five blocks of King Street and 100 blocks of North and South Pitt, Royal, Fairfax and Lee Streets. The Festival's professional organizer who produces 44 art festivals in various cities across the United States, Howard Alan Events, Ltd. (the "Event Producer"), is working with ACVA to organize the event. If successful, this is intended to be an annual event. The ACVA is responsible for

ensuring that the Event Producer meets the requirements to hold an event in the City set forth by the Special Events Committee, and covers all City expenses associated with the Festival.

ACVA has proposed the Festival of the Arts as a way of promoting the City as an arts and cultural venue and as a way to encourage tourists and residents of the Washington, D.C. metropolitan area to visit Old Town to shop and dine (either during or after the Festival). Key points about the Festival of the Arts articulated by ACVA:

- 20,000 visitors are expected in the first year, which could grow to 100,000 for a number of years for a mature show if ACVA and the City decide to continue with this Festival in 2004 and beyond.
- The target market for the Festival of the Arts is adults ages 30-59 who, it is estimated, will spend an average of \$30 in the City in addition to any art work purchased.
- The weekend of September 13 and 14 is a slow period for local hotels. It is expected that occupancy will increase significantly for local hotels during the Festival of the Arts.
- The Event Producer promotes the Alexandria event nationwide in order to attract both artists and tourists.
- ACVA sees the Festival of the Arts as the beginning and the core of a long-term effort to make the Festival broader than just street displays and sales. During this event, other art activities in the City (such as Art-on-the-Avenue) will be promoted, and the City's reputation as a year-round arts destination enhanced.
- The closing of King Street to the extent proposed also responds to many Old Town Business Association merchants who have expressed a desire to close King Street for special events.
- The Festival of the Arts will provide a needed boost to local merchants, many of whom have struggled since September 11, 2001, to remain viable. The Festival itself will bring in business, but also will orient or re-orient many event visitors to the cultural, retail and epicurean assets of Old Town. Increasingly, Old Town is competing with other regional retail/entertainment areas (Reston Town Center, Pentagon Row, Bethesda Row, Clarendon Market, Old Town Manassas) for consumer spending.
- It is probable that any war and its accompanying alerts will result in less tourism to the D.C. area, and make 2003 a difficult year financially for many businesses. A Festival of the Arts this fall will help counter this negative economic factor.

- While some in the arts community feel that the Festival represents competition, ACVA believes that the Festival will increase Alexandria's reputation as an arts center and therefore all arts groups and artists will benefit.

While many of the detailed logistics remain to be worked out, a basic framework has been developed by ACVA in conjunction with the City Special Events Committee. It is proposed that the Festival of the Arts be held on King Street and that the 100 to 500 blocks be closed during the Festival, as well as during its preparation and close down (~~XXXXXX~~ to 9:00 p.m. Sunday). Key logistical details include: **4 a.m. Saturday**

- 175 artist booths (a 10' x 10' canopy) will be set up on King Street (Attachment).
- The narrower 100 and 200 blocks of King Street will allow only one row of booths, all other blocks (300, 400 and 500) will have two rows of booths. This is in order to provide enough room for appropriate emergency vehicle access.
- Cross streets (Pitt, Royal, Fairfax and Lee) will be closed during the Festival between Cameron and Prince. St. Asaph is planned to be open.
- After the Festival closes on Saturday at 5 p.m., the cross streets will be open until the Festival resumes on Sunday morning at 10 a.m.
- Access to the cross streets by automobile will be permitted from Cameron and Prince to allow for use of parking garages, on-street spaces, and access to residences and business.
- Significant City police coverage (to be 100% reimbursed by the promoter) will allow for the direction and management of traffic, as well as event security. The promoter will also be providing security in the evenings at his expense.
- ACVA is planning on securing parking garage and parking lot space and working with DASH to provide shuttle service. Promotion of Metrorail as a means of access is also planned.
- Sufficient bathroom facilities will be provided, either in public or private buildings (by permission) or with the provision of portable bathrooms (appropriately placed and screened).
- Sufficient trash receptacles are also planned to supplement City street receptacles.
- Artist vehicles will not be permitted to park near the event during its operation, and will have to be parked off-site at hotels or other designated areas.

- While many of the details and specifics remain to be finalized, ACVA and the promoter are cognizant of their responsibilities to prepare and execute a well-thought-out and comprehensive plan. In checking with other cities, ACVA and City staff have received very positive feedback on the attention to detail and smooth execution of plans by the Event Producer.
- ACVA has established a committee to oversee the event. The committee is co-chaired by Adam Weiner, co-owner of Arts and Crafts on King Street and Judy McVay, a resident active in Old Town and City civic issues.

Since initially proposing the Festival of the Arts in November, ACVA has had extensive discussions with the business community, civic associations, artist groups and other community organizations. To date, the reaction has generally been positive, with support received from the Old Town Civic Association, the Alexandria Chamber of Commerce, the Alexandria Hotel Association, the Eisenhower Partnership, KSMET and various other businesses. Concern has been expressed by some members of the arts community, and ACVA has sought to address those concerns to the degree possible. ACVA also has worked door-to-door in the lower King Street area and also did a mailing to businesses. It appears that, while not unanimous, there is broad business and resident support for the Festival of the Arts. That support is explicitly, or implicitly, contingent on the logistics for the event being planned and executed comprehensively and carefully, which ACVA has pledged to do. In checking with some other cities who have an annual arts festival with the Event Producer it appears that initial business and resident concern and skepticism is a common reaction, but after the first year, the community realizes that a well managed arts festival is a positive cultural and economic addition to the community.

FISCAL IMPACT: All City out-of-pocket expenses associated with the Alexandria Festival of the Arts will be paid in full to the City by the Event Producer, Howard Alan Events, Ltd. In addition, the City will benefit by increasing local tax revenues (sales, transient and meals taxes) as the result of increased tourism and economic activity caused by the Festival.

ATTACHMENT: Alexandria Festival of the Arts Proposed Street Layout

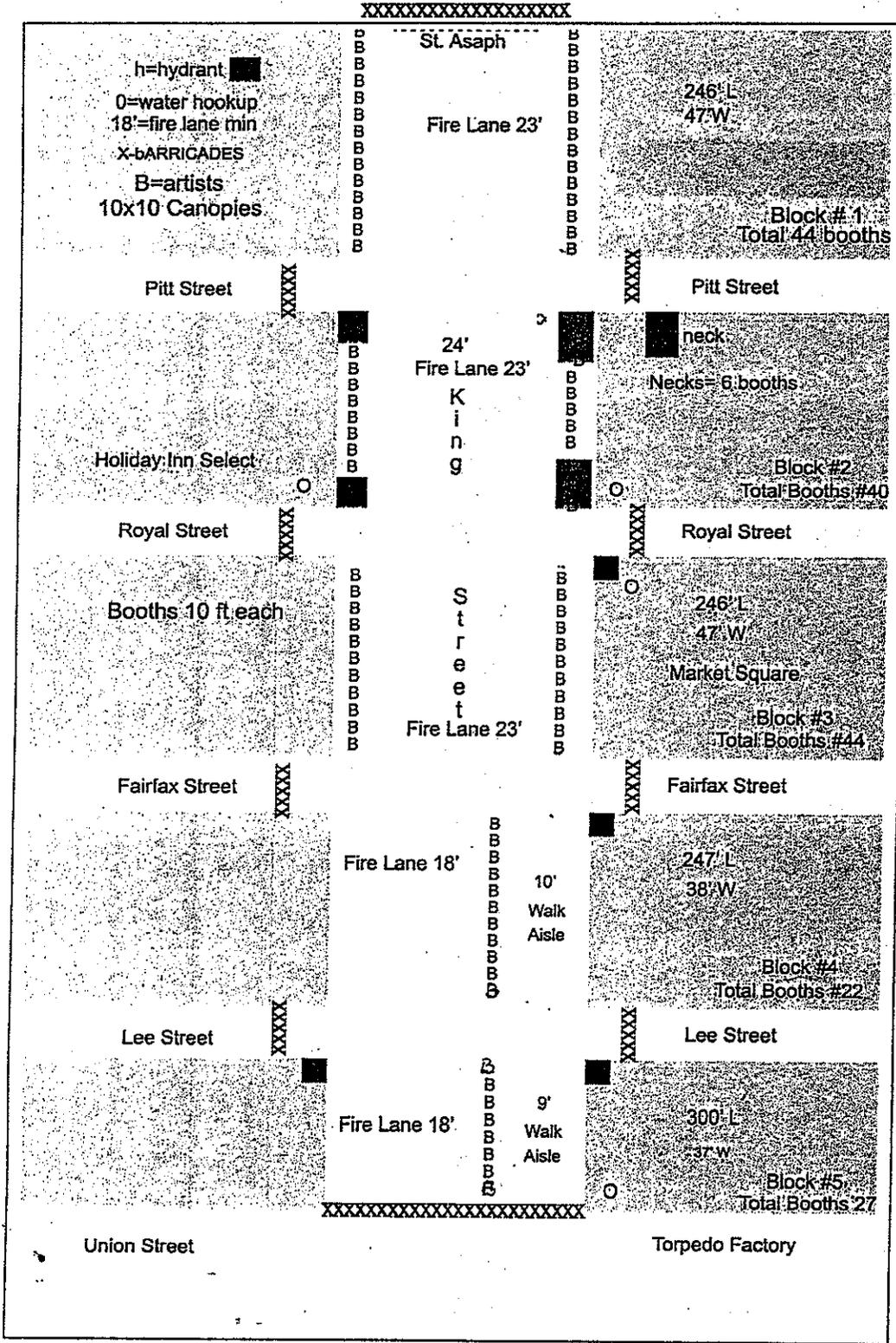
STAFF:

Sandra Whitmore, Director, Recreation, Parks and Cultural Activities

Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities

Cheryl Lawrence, Special Events Coordinator, Recreation, Parks and Cultural Activities

Alexandria Festival of the Arts
September 13-14, 2003
-Proposed Street Layout-



City of Alexandria, Virginia

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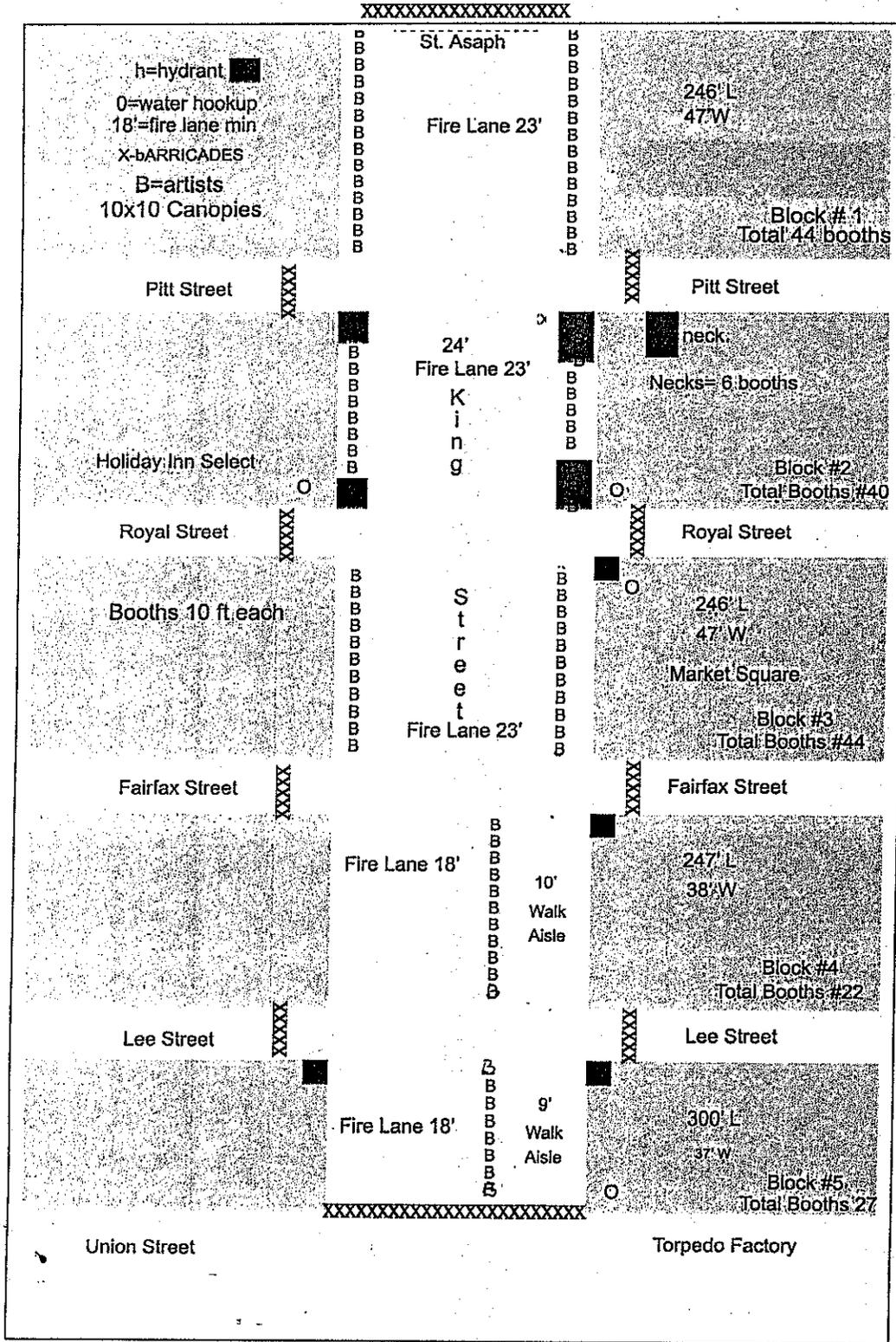
STAFF:

Sandra Whitmore, Director, Recreation, Parks and Cultural Activities

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Alexandria Festival of the Arts
September 13-14, 2003
-Proposed Street Layout-



23
3-25-03



THE FUN SIDE OF THE POTOMAC

Alexandria Festival of the Arts

September 13 & 14, 2003
100-400 King Street



A premier
juried fine art festival featuring
150-200 of the nation's top artists.

Sponsored by Alexandria
Convention & Visitors Association.

Produced by
Howard Alan Events.
www.ArtFestival.com

- ◆ How will my business be affected?
- ◆ Who's coming to the festival?
- ◆ Where will people park?
- ◆ How can I get involved?

Get the answers to these questions and more:

ACVA's Fun Side Forum
Friday, March 28, 2003, 8:00 am
Residence Inn by Marriott - Alexandria
1456 Duke Street
Visit www.ACVAmembers.com for details.
Call 703.838.4200 x 203 to RSVP

Task Force contact for immediate questions:
703.838.4200 x 214 or Schaloupek@FunSide.com



V I R G I N I A

March 7, 2003

ALEXANDRIA FESTIVAL OF THE ARTS
September 13 & 14, 2003

TO WHOM IT MAY CONCERN:

Alexandria Convention
& Visitors Association
221 King Street
Alexandria, VA 22314

703.838.4200
800.388.9119
Fax 703.838.4683
www.FunSide.com

Accommodations:
800.296.1000

The Alexandria Convention & Visitors Association is working with a professional art festival organizer, Howard Alan Events, Ltd. to bring a high-quality, nationally known art festival to Lower King Street. The festival may generate up to 20,000 people who will be able to eat in our restaurants, shop in our retail shops, stay overnight in our hotels and visit our own art galleries.

Many logistical problems are still to be worked out but ACVA is working with City staff to have the 100-200 artists set up in the middle of King Street from Union Street up to Pitt or perhaps St. Asaph. This means that up to five blocks of King Street could be closed to automobile traffic for these two days.

Parking and other traffic issues are being discussed. Shuttle service will be available from King Street METRO and also from parking garages outside the immediate area of the festival. Security will be provided by Mr. Alan with the approval of the Alexandria Police Department.

Since your business will be directly impacted, **ACVA Board of Governors will be available at its executive offices at 421 King Street, Suite 300, Monday, March 17 from 6:30 pm – 7:30 pm to answer your questions.**

ACVA is also inviting you and any other interested party to join us for a Fun Side Forum on Friday, March 28 from 8:00 am – 9:30 am at the newly opened Residence Inn – Marriott on Duke Street to discuss how individual businesses can join us in promoting themselves to these festival attendees.

Below is a broad outline of the festival. For more information, either join us on the 17th or feel free to call/email me at 703-838-4200 x 202 or Jmitchell@FunSide.com at your convenience. You may also go online to www.artfestival.com and find out about other festivals that Howard Alan Events puts on across the nation.

Fact Sheet

Marketing Data (Based on 2002 in-house surveys)

- Average Art Festival attendee
 - Owns home
 - Is between 30-59 years of age
 - Spends 2-3 hours at the festival
 - Spends \$30 on items outside the festival

Alexandria Hotel Association
Dandy Restaurant Cruise Ships

- Economic Impact to Hosting City
 - \$3.5 million per weekend overall impact
 - 20-25% increase in business for local retail
 - 25% increase in business for restaurants
 - 40% increase in business for hotels
- Attendance Figures
 - 20,000+ first year
 - 100,000 for mature show

Alexandria Festival of the Arts – September 13, 2003

- Announcement to artist
 - 40 artist publication
 - 5000 from in-house database
 - Applications mailed as requested
- Professional Jury Criteria
 - Aesthetic quality
 - Display
 - Originality
 - Category
- Fees
 - \$15 application processing fee
 - \$195-\$300 participating fee (based on show production, advertising, logistics, and other administrative costs)
- Rules & Regulations will appear on application and on www.artfestival.com
- Artists will be notified of acceptance or rejection by TBA.

I look forward to meeting with you.

Sincerely,



Jo Anne Mitchell
President/CEO



VIRGINIA

February 13, 2003

Alexandria Convention
& Visitors Association
221 King Street
Alexandria, VA 22314

703.838.4200
800.388.9119
Fax 703.838.4683
www.FunSide.com

Accommodations:
800.296.1000

Ms. Joan Menard
President Torpedo Factory Artist Association
105 North Union Street
Alexandria, VA 22314

Dear Ms. Menard:

In response to your letter concerning the Alexandria Festival of the Arts to be held in September, we would like to assure you that many of the issues you have raised have been resolved or are in the process of being resolved. Others may be based on incorrect information or misunderstanding. We think we can correct these misunderstandings, and, hopefully, you and the other Torpedo Factory artists will join with us to make this a truly great weekend for the entire community.

The last few years have been extremely difficult ones for Alexandria. A slowing economy and unprecedented national events have generated concern and worry, which have resulted in a significant drop in tourism revenues for our City, as well as the region and the nation. The Alexandria Convention & Visitors Association has responded proactively to this situation by working with our business and residential communities, developing ideas to draw visitors here. Now, more than ever, it is important for us to pull together to make these ideas work.

The Alexandria Festival of the Arts is a creative concept born out of this desire to work together on behalf of the City. The concept of an art festival enhances our reputation as a tourism and arts destination and produces revenue for our businesses and the City. The ACVA has chosen to work with Howard Alan Events, Ltd. because the firm has a proven record of organizing successful art shows that are attended by thousands of people in affluent destinations similar to Alexandria. These destinations include Beaver Creek, CO; Naples, FL; and Boca Raton, FL, among many others. The economic impact of a mature show (held over several years) can mean as much as the following for Alexandria:

- \$3.5 million spent per weekend
- 20-25% increase in local retail business
- 25% increase in restaurant business
- 40% increase in hotel business

Alexandria Hotel Association
Dandy Restaurant Cruise Ship

We would like to address your specific comments and concerns:

Concerns for the City:

1. Howard Alan Events, Ltd. will charge a modest registration fee for artist participation in the show. These fees help to offset the cost of professionally marketing and promoting the show nationwide. Sales from the show will more than cover these expenses for the participating artists, who will include both local artists and artists from around the country. The primary financial benefit of the show is to the participating artists, local businesses, and the City of Alexandria.
2. The ACVA is working closely with Alexandria City government to ensure that there will be little disruption to the City. While the lower four blocks of King Street will be closed, all crossing streets will be open so that traffic can flow freely. Merchants along lower King Street have long argued that the benefits of such a festival outweigh any loss of street parking that will occur. The ACVA is also working in partnership with Metrorail and DASH to encourage the use of public transportation.
3. As we all know, RV's are never allowed to park on the streets. Any participating artist who arrives in an RV or similar vehicle will adhere to the City's regulations for parking such vehicles. The Alexandria police department, also working in tandem with ACVA, will enforce these regulations to minimize any potential impact on the City.
4. We are assured that all state and local taxes collected during the festival will be properly reported and returned to government authorities, as the procedure for such events dictates.
5. After much discussion among the marketing staff and its Board of Governors, the ACVA requested the weekend of September 13 -14 as the preferred time for the festival. Our statistics show that, historically, mid-September is a slow period for Alexandria retail businesses, restaurants and hotels. Marketing programs for the festival will incorporate news of other events going on that weekend, as well as specials offered by local business to encourage weekend visitation that includes events such as the Mount Vernon 18th Century Fair. The festival weekend complements other traditional Alexandria art events taking place in the fall, such as Art on the Avenue and

Alexandria Arts Safari, and strengthens the City's stature and reputation, both locally and beyond, as an arts destination.

Art Center Concerns:

1. The ACVA recognizes that visitors will use public restrooms, such as those at the Torpedo Factory Art Center, during the festival weekend. As part of its contract obligations to the ACVA, Howard Alan Events, Ltd. will provide restroom supplies and will work with the ACVA to ensure that adequate public restroom facilities are available. This may be through the use of public building restroom facilities, portable restrooms, or a combination of both.
2. The Festival of the Arts should not negatively impact the Torpedo Factory Art Center's private evening event scheduled that weekend. Whatever cooperative efforts are needed to ensure that the Torpedo Factory Art Center restroom facilities are in good order for the evening event will be implemented.
3. Resident artists at the Torpedo Factory Art Center will benefit from the increased visitation drawn to their studios during the festival. Because no cross streets will be closed, parking lots will be as accessible as they are during any weekend in Alexandria.
4. Howard Alan Events, Ltd. has earned a reputation as an organizer of art events offering original art of high quality, many of which are rated in the *Sunshine Artist 100 Best Fine Art Shows in the United States*.
5. Only works of original art (paintings, sculpture, photography, fuse-glass, jewelry, and other media) and a limited number of prints derived only from the original art presented at the festival are to be allowed. These strict guidelines assure the high caliber of the festival.

Your Personal Concerns:

1. We are assured that professional jurors conduct the jury process through which Howard Alan Events selects artists for its shows.
2. We also support the concept of non-profit organizations sponsoring art events. We understand, in fact, the ACVA is working with Stop Child Abuse

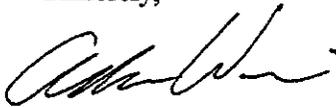
Page 4

3. Now (S.C.A.N.), which will receive the proceeds from all promotional materials sold at the festival. As you have suggested, our region is host to many art shows sponsored by non-profit organizations, which provide a wonderful opportunity for the community to experience. However, a professional firm such as Howard Alan Events offers extensive resources and experience that can bring a show with national recognition to Alexandria. As in any business venture, there are risks and investment on the part of Mr. Alan, which are incentives to make the Alexandria Festival of the Arts a success.

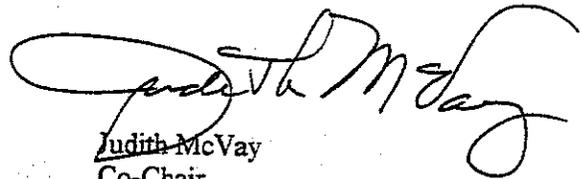
We are pleased that ACVA president Jo Anne Mitchell met with you as President of the Torpedo Factory Artist Association and with a number of other artists, gallery owners, residents and businesses to discuss the festival and its impact on the arts and artists in our community. We want to reinforce her encouragement that you work with the ACVA through any potential issues related to the event. We would like to continue this outreach by inviting you and other Torpedo Factory artists to sit down with us to discuss common goals and ensure that the festival is a success for all of Alexandria. In fact, we would be pleased to have a representative from the Torpedo Factory sit on our committee.

Please contact ACVA President Jo Anne Mitchell at 703-838-4200, ext. 202, or at jmitchell@funsided.com with the contact information for your representative. We look forward to having you and others join us in ensuring that this is a successful event with minimal impact on the community.

Sincerely,



Adam Winer
Co-Chair
ACVA Festival Committee



Judith McVay
Co-Chair
ACVA Festival Committee

cc: Alexandria Mayor and City Council
Alexandria City Manager
ACVA Board of Governors



2/05/2003

CITY MANAGER'S OFFICE
ALEXANDRIA, VA

2003 FEB -7 P 12:31

To whom it may concern,

Topic: Proposed ACVA's Art Festival in the City of Alexandria, in September of 2003. The location of the festival is to be the 100 to 400 blocks of King Street.

I am writing as the President of the Board for the Torpedo Factory Artist Association, as an Artist who has had a career displaying at Fine Art and Craft Festivals of all types, now an Artist at the Torpedo Factory Art Center, and as a concerned citizen.

I am very concerned about the ACVA's proposed Festival for this fall. The city's business and residence will have a two day disruption, and the profits from this event that caused the disruption will leave with the out of state promoter and his out of state artists. I am not against having an Art Festival; I am against having a private ownership organization from out of state brought into Alexandria to sponsor the event. (There are profits to be made by hosting this type of festival)

If the City does like the idea of hosting a high quality Fine Art Festival, they should do as other cities have done and have a local nonprofit group host the festival. Attached is a list of other local cities that host some of the highest rated Art Festivals in the country, all organized and run by local non-profit organizations, keeping the money local. *(These are also the festivals that carry the highest ranking among Artists and patrons, drawing a big following for many years)* Also enclosed are copies of some of their applications, see the difference between them and the private, promoter application (note all have dead lines so that the show is juried as a group, picking the best, and many name who the jurors are and their credentials).

We at the Torpedo Factory are not upset because we are not the people hosting the event; we are a daily Art Festival, 364 days a year. We are concerned for many of the following reasons.

Concerns for the City:

- 1: An outside Professional (he profits from the business) Promoter is being brought in to host the festival. There is a lot of money to be made by promoting an art festival, and it will leave with the promoter. The expected artist booth fees will be \$310 for each of the over 150 exhibitors, plus a jury fee of \$15.00 for each artist applying for the show. I also see on his web site he offers sponsorships, businesses who also have booths *(sponsors such as car dealers, radio stations, food vendors. at what cost and who profits?)*
2. The city will be very disrupted for two days, cutting off access to business and shops on King Street, as well as interfering with the few non-metered public-parking spaces. Parking and traffic will also be disrupting the neighborhoods with private homes *(Parking on a daily basis is tight enough.)*

A R T I S T S ' A S S O C I A T I O N

Torpedo Factory Art Center • 105 N. Union Street, Alexandria, VA 22314 • (703) 838-4565 • tfaa@torpcdofactory.org

3. Several traveling artist come with RV's and Rigs. This promoter has a question on application as to if one drives a RV or Rig with over 3 axles. How and where will they be parked, and will they be allowed to camp in their RV's.
4. I hope that there will be good records kept of the exhibitors selling at the show as well as profits made by the promoter so that the proper state and local taxes are collected.
5. The timing of the festival is questionable there are other local city events. It is booked the same weekend as the Mt Vernon 18th Century Fair, two weeks before the Del Ray Artisan Festival, and the Art Safari children's event.

Art Center concerns:

1. As a city building open to the public we serve as the public restrooms for the lower waterfront, how with this show impact our plumbing, and supplies that we pay for?
2. We have a private event scheduled for our building that Saturday night, the rental starting at 5p.m. Can the city guarantee that our space and its restrooms are clean and ready for our rental? We can not be the ones responsible for the expense of an extra cleaning crew. *(Evening Party rentals are our only fundraisers)*
3. Will our artists have access to get to the parking lots and will their place of business be disrupted?
4. We are most concerned as to the quality of art being exhibited. Our lease with the city specifies that all of our art must be original, no reproductions. This promoter lets exhibitors show reproductions. *(Most reputable fine art shows require a majority, if not all of the work displayed to be original, this promoter does not. This will not only cause competition for our artist but also compete with galleries in the area that sell posters and reproductions.)*

The Torpedo Factory Artist Association does not want to be associated with this art festival, as we have no way of insuring what the quality will be. With our building being used for restrooms, being listed in the promoter advertising papers, and having the festival so close, could lead to misconceptions as to our connection with the festival.

Personal concerns as and artist who has done Festivals:

1. *It is claimed that this show is "Juried" Juried by whom? The best Art festivals bring in professional art jurors, to do the task, jurying the slides as a group, to pick the best variety and quality. Often events are then re-juried during the show for quality and awards. This Jury process gives all artist equal opportunity to display their work, not giving notice or credit for how many shows they do for the promoter.*
2. *As and exhibiting artist I prefer shows hosted by local nonprofit organizations. They host one show a year, putting all of their effort into that show. They are very conscious of how the*

businesses, their community and the artists respond to the event so that it can get better each year. They provide the "small town" atmosphere and charm.

My second choice is the commercially promoted Festivals that are closely "Juried" by Slide or CD entries, (not photos) and ones that do no more than 4 shows a year, again they show more attention to each individual show and care about repeating years.

In conclusion:

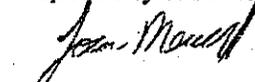
The promoter who has been brought in to host this event has very tight booth restrictions, and claims to jury his artist. Because this is his business and he does so many (over 25) shows a year, I do believe he knows how to put on a good festival, but I do not think he is the best option for the City of Alexandria.

I regret that the city's resident artists at the Torpedo Factory were not consulted before the promoter was chosen. There are many of us who make our living travelling to street Art Festivals, and indoor festivals and have experience with several types of promoting organizations.

If the city feels that having an Art festival is a good idea, we at the Torpedo Factory would gladly consult with any group (preferably a non profit) that would like to sponsor one and help them present the festival and keep the profits local, as other cities have done.

A note: Promoter web site (www.artfestival.org)

Respectfully submitted,



Joan Menard
President Torpedo Factory Artist Association
Torpedo Factory Artist
Concerned Citizen

Phone: Directors office Torpedo Factory Art Center
(703) 838-4565 ext. 3

Joan Menard
Torpedo Factory Art Center
105 N. Union Street
Alexandria, VA 22314

3/01/03

Dear Mr. Mayor,
City Councilman,
Members of the A.C.V.A.
And whom else it concerns,

I am writing to clarify a misunderstanding of the last paragraph to my cover letter referring to the Art Festival. In it I promised to not push the issue anymore, but stated that several of our artists are Old Town residents and that I can not control what they may do. I also said that their actions pertaining to the matter of the festival are not to reflect on the TFAA or me. I had no intent to imply that I do not trust them or their actions. The truth is I have the greatest respect for all of our artists, and I especially rely on the input of the ones who reside in Alexandria's Old Town, as they are a fountain of knowledge and care for their community and have served loyally on our board. My intent was to not hold them to "MY" pledge of not pushing the festival issue any farther. They have the right and freedom to do, as they think best for themselves and their community. I apologize to all of those concerned to which I may have given the wrong impression. I only wanted to share some knowledge; I did not want to cause problems for my artists, the TFAC or the city.

Joan Menard
President of the TFAA

Schaloupek

From: Schaloupek [Schaloupek@funside.com]
Sent: Friday, March 14, 2003 9:04 AM
To: Schaloupek@funside.com
Subject: FW: more emails circulating

A quick clarification. It has been stated that Jo Anne Mitchell met with several artist at the Torpedo Factory. I can confirm that she met with me one morning in November, showed me the promoters packet. at the time I questioned the promoter being hired, and did not give any support for the festival. I wanted to check into who was being brought in to promote the event first. I do not know of any other meeting with other artist from our building. We trully did not get consulted, more told. I would also hope that there are some reports from other cities of what the true impact of these Howard Allen Events have on the average shop owner, not just restaurants and hotels. It is my experience (having exhibited at many events) that people come to see the festival.. and mainly the festival, (except to eat and use restrooms.) I too am concerned for the residents here, this town is unique that the old town area has homes and shops in close quarters, how are the home owner going to be effected by 5am set up each morning with RV and Vans trying to get through our narrow streets. Also what does a "shut down fair" (after Hours)down main street do for Saturday and Sunday evening business in shops and restaurants on King street. And there is the Saturday evening pack out of art for security reasons, to only be reset up Sunday morning, so another traffic situation. Many other cities that host these types of events have them on off streets that do not effect residents. Joan Menard. Pres. Torpedo Factory Art.Assoc.

----- Original Message -----

From: "Ruth Blau" <ruthblau@comcast.net>
To: <AnnDorman@aol.com>; <ACARREL@ovationtv.com>; <patricia.kohlen@acps.k12.va.us>; <pSMART@acps.k12.va.us>; <rebecca.perry@acps.k12.va.us>; <trish@alexchoralsociety.org>; <kvassar@alexsym.org>; <Agendaalexandria@aol.com>; <Cswinters@aol.com>; <DELPepper@aol.com>; <FranSymes@aol.com>; <GATHER01@aol.com>; <GB10r@aol.com>; <LMacNam@aol.com>; <Mileskim@aol.com>; <Mlbanks111@aol.com>; <MSmet50114@aol.com>; <NEONKANB@aol.com>; <NewbyKnewby@aol.com>; <Ninaran@aol.com>; <NoraStElmos@aol.com>; <RFDorman@aol.com>; <Singreno@aol.com>; <SKTERRELL@aol.com>; <Swhitm@aol.com>; <TUCKSHOPPE@aol.com>; <VCerello@aol.com>; <carson@api.org>; <jcfraser@att.net>; <artafire@bellatlantic.net>; <barb@brecherdesign.com>; <cherylanne.powalisz@ci.alexandria.va.us>; <annmariep@comcast.net>; <mdanforth2@comcast.net>; <melandonna@comcast.net>; <jtwilsey@earthlink.net>; <uljames@earthlink.net>; <issavage@email.msn.com>; <gchadwick@erols.com>; <mimis@erols.com>; <summerh@erols.com>; <tbclayton@erols.com>; <w4825@erols.com>; <epayne@ix.netcom.com>; <kmdon@juno.com>; <mlhowel@juno.com>; <cypress_knee@msn.com>; <legaal@msn.com>; <artleagu@patriot.net>; <PNorth@PNRPA.com>; <info@springwaterfiber.org>; <stormespepper@sprintmail.com>; <khgray@stratsight.com>; <SLandess@stratsight.com>; <asklta@thelittletheatre.com>; <chuschle@torpedofactory.org>; <director@torpedofactory.org>; <melanie.tung@uspto.gov>; <eco.voce@verizon.net>; <george.chadwick@verizon.net>; <seeger.nancy@verizon.net>; <alexartconsortium@yahoo.com>; <f8photog@yahoo.com>; <presu2000_99@yahoo.com>
Sent: Thursday, March 06, 2003 5:49 PM
Subject: Re: Your quick response re: Alexandria Festival of the Arts isrequested

> I wish to comment on what Ann Dorman has written. The questions raised by
> Alisa and the tone she used very much reflects the views expressed and tone
> used by the members of the Alexandria Arts Forum who attended last Thursday's meeting and heard the presentation by Jo Anne Mitchell.
Alisa
> did an excellent job of synopsisizing our views. The fact that one art organization or perhaps two were consulted before this contract was signed
> does not prove that the arts community was included in the planning.

On
> the whole, I would say that the community outreach conducted by the
ACVA
in
> its planning for this event receives a resounding F.
>
> I speak on behalf of myself as an individual member of the Alexandria
Arts
> Forum and on behalf of my organization, Springwater Fiber Workshop,
which
> has a separate membership in the AAF. I have reported on this
proposed
> event to my board, and the response was uniformly negative.
>
> Ruth Blau
> Springwater Fiber Workshop
>
>

Alexandria Arts Forum

Question/Concerns regarding the Alexandria Festival of the Arts

03/06/03

The Alexandria Arts Forum represents 21 arts organizations in addition to 50 individual and affiliate members who are artists, arts administrators, arts educators, arts patrons and arts advocates. We are concerned that the arts community was not consulted or involved in the early stages of planning of this arts-oriented project. The Arts Forum has been working very hard to get the City Council to include arts representation in their Commissions, Task Forces or other decision-making bodies and to think of using the arts community in less traditional ways. But it is especially important for us to have input where we have the skills and expertise to make the most contribution, to arts-oriented projects. Of course, the first official contact should be with the Alexandria Commission for the Arts.

In other cities where Howard Alan has put on these festivals, how was the arts community (meaning local arts agency, artists, arts organizations, other arts leaders) involved in the decision or planning processes? Will our arts community be involved in similar ways? And what effect (if any) did the festival have on the arts community?

Is it possible that a different title be considered, perhaps "Old Town Art Festival" for example or as noted on your fact sheet, "Old Town Alexandria Art Fair"? The current title "Alexandria Festival of the Arts" not only implies that it is a product of the entire Alexandria arts community but by using the plural of art, it implies that the performing arts will also be presented. If it remains Alexandria Festival of the Arts, is this name "owned" by Howard Alan?

Who are their jurors? Why aren't they published on their web site?

Who chose the date? We are concerned about the impact this festival may have on "Art on the Avenue" especially since the festival precedes it by 3 weeks. We do think there will be confusion among the regular attendees of this event. Lower attendance figures to "Art on the Avenue" will not only hurt the local artists who take part but it will also hurt the Del Ray businesses that benefit from the event.

In an average show, what percentage of artists is from the local area?

The drawback of a promoter-organized festival is that it often has a "generic" feel. The lack of a local presence makes an art festival far less interesting and promoter-organized art festivals can be disappointing because no local art can be found or it is not easily identifiable. In addition, local participation lends credibility to the event. While there is no doubt that the festival will have a positive short-term economic impact on the community, it will have an impact on the artistic reputation of Alexandria as well. Our community is fortunate to have world-class artists and administrators. Is there any way, other than being an exhibitor, that local artists can be involved?

Why was SCAN selected to be the benefiting nonprofit group? As with many other nonprofit organizations not directly associated with health and human services, the events of September 11th severely restricted the ability of our nonprofit arts organizations to obtain individual funding. Since it is the arts community that will be impacted the most by this event, it would have been preferable to see an arts organization or agency be designated as the beneficiary.

We appreciate the opportunity to become involved in this discussion and hope that we can get on board sooner in the future as similar arts-oriented projects arise.



V I R G I N I A

March 11, 2003

Dear Art Forum Members:

The Alexandria Convention & Visitors Association appreciates the opportunity to respond to your questions concerning the upcoming Alexandria Festival of the Arts scheduled for September 13-14, 2003.

Alexandria Convention
& Visitors Association

221 King Street
Alexandria, VA 22314

703.838.4200
800.388.9119
Fax 703.838.4683
www.FunSide.com

Accommodations:
800.296.1000

As the City of Alexandria's marketing agency for tourism, we are charged with creating and marketing innovative programs that will successfully bring visitors to our City and that will also encourage local residents and those who work here to patronize our businesses. We have a history of success in doing this and, as a result, over the past seven years Alexandria has consistently led the region in many tourism measurements.

With any new project we have undertaken, we have conducted considerable research and due diligence before going forward. Our Board of Governors, representing many different elements of the tourism industry, provides a valuable sounding board for new ideas. In addition, we reach out to various groups individually and through our monthly Fun Side Forum to get feedback on our projects.

Some of our programs have included the Affordable Meetings Reception (2000 attendees); the Shenandoah Shakespeare Express (hosted by the Little Theater of Alexandria); the African American Music Series (hosted in partnership with the Alexandria Black History Resource Center); and the Seaport Summer Sounds Concert Series.

We also created the concept of "Fall for the Arts," linking all fall arts-related events for greater marketing impact (and gaining Alexandria Marketing Fund financial support). We hosted a Fall for the Arts & Antiques media tour, resulting in an extensive feature in *Arts & Antiques* magazine, which dubbed Alexandria "Virginia's Art & Antiques Miracle Mile," and which has been reprinted into A&A's *Traveling Collector* publication. In each case, the City benefited and feedback from the community has been positive.

Since September 11, 2001 and with the falling economy, the ACVA's work has been more challenging than ever before. It is important that our projects not only enhance our reputation as a cultural and arts destination, but also provide the greatest economic impact to the City. Using the same process of research and outreach as we have in the past, we unanimously chose to work

Alexandria Hotel Associatio
Dandy Restaurant Cruise Ship

with Howard Alan Events, Ltd. to host a nationally recognized, high quality art show that will have maximum positive economic impact for our businesses and, as a result, the City. Mr. Alan contacted ACVA to propose the show because of our city's reputation as an art destination.

Because we used the same decision-making process that has proven successful in the past, we have been surprised by the negative reaction of some members of the art community. We want to work with you toward the same goal of benefiting our City and its reputation for art and culture. We would like to respond to your questions and resolve your specific concerns:

- During our research on Howard Alan Events, we found that the decision and planning process for hosting a show varies from city to city. As stated above, we've used the process that has served us well in the past, i.e. reaching out to the community through the Fun Side Forum, gaining input from each of our Board members, City staff, and meeting with various groups.
- We interviewed a broad selection of cities that have hosted Howard Alan Events in the past. Every organization responded positively that their art shows have benefited their art communities and cities, strengthening both with increasing attendance at each following season.
- Using the title "Alexandria Festival of the Arts," puts the event's name first alphabetically. We would like to see the show become a true "festival of the arts," and we encourage our local performing artists to consider performances during the festival weekend.
- Howard Alan pulls from a pool of professional art jurors for each of his shows.
- The ACVA Board of Governors selected the weekend of September 13-14 for two reasons: 1) mid-September is typically slow for tourism; 2) mid-September extends our traditional "Fall for the Arts" season. This was also one of two slots that Howard Alan had available for a new show.
- The percentage of local artists participating in Howard Alan art shows varies from location to location, and depends, in part, on how involved the local community wants to be – how many local artists apply to be in the show.
- Because the art festival is open to any artist who is selected through the jury process, the flavor of the festival varies, depending on the specific artists who apply. Alexandria's art festival can take on whatever characteristics that we, as a community working together, choose. Suggestions for opportunities to participate beyond being an exhibitor are open for discussion.
- It is customary to work with a non-profit organization that will benefit from the sale of promotional items at the show. The ACVA Board of Governors chose to

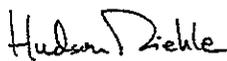
work with Stop Child Abuse Now of Northern Virginia (S.C.A.N.) as the benefiting non-profit organization for two reasons: 1) Several members of the Board have worked with S.C.A.N. in the past and are familiar with its good work and its need for funding 2) Stopping child abuse is a universal message with which everyone can identify and choose to support.

- The ACVA is providing space at the festival for the Art Forum to display promotional materials for various arts events that take place throughout the year. ACVA will continue to promote Alexandria artists and events before, after and during this festival.

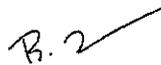
We have many months of planning ahead of us to ensure the success of this event. By working together, we can make the Alexandria Festival of the Arts a premier art event that is recognized nationally; which enhances the reputation of Alexandria as an arts destination; creates new audiences for our local artists; and which opens and promotes our traditional Fall for the Arts season, incorporating Art on the Avenue, the Alexandria Arts Safari, and our fall performing arts events.

We look forward to working with the members of the Arts Forum toward these common goals.

Sincerely,
Alexandria Convention & Visitors Association



Chairman Hudson Riehle



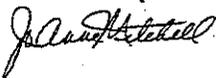
Vice Chair Bryan Thompson



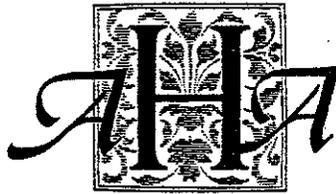
Treasurer Adam Winer



Kathy Callender



Secretary Jo Anne Mitchell



23
3-25-03

Alexandria Hotel Association

221 King Street, Alexandria, Virginia 22314 1-800-296-1000

February 19, 2003

Mayor Kerry Donley and City Council Members
Alexandria City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Donley and City Council Members:

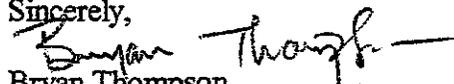
I am writing on behalf of the 21 members of the Alexandria Hotel Association who wholeheartedly support the Alexandria Festival of the Arts, which is planned for the weekend of September 13 - 14.

Alexandria's reputation as a travel destination is linked to its rich cultural history and to its dedication to the arts. Hosting an art festival of the caliber and nationwide reputation for which Howard Alan Events is known demonstrates the commitment of the City to the arts and enhances this reputation.

We see the festival as an opportunity that will benefit many types of Alexandria businesses. Hotels and restaurants will plan specials around the weekend. Retail shops will benefit from the spillover from the festival. Art galleries will open their doors as extensions of the festival going on in the street. The tempo of the City will be lively during a period that is historically slow for tourism. With our lagging economy, events such as this are more important than ever.

Working as closely as we do with the Alexandria Convention & Visitors Association, we know that coordination of this event will be highly professional and disruptions minimal. We look forward to working with them and with the many businesses and residents who join us in supporting this effort.

Sincerely,


Bryan Thompson
President

Alexandria Hotel Association
703-370-1000 ext.7151

cc. City Manager Phil Sunderland
ACVA Board of Governors

* A Proud Charter Member of the Alexandria Convention and Visitors Association *



OTBA

Old Town Business Association

205 The Strand - Alexandria, Virginia 22314

Tel: 703-684-0580 - Fax: 703-548-9001

Mayor Kerry Donley
Alexandria City Hall
201 King Street
Alexandria, Virginia 22314

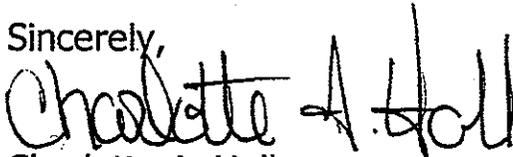
Dear Mayor Donley and Members of City Council:

On behalf of the Old Town Business Association, I am writing to inform you that we support the upcoming Alexandria Festival of Arts. Joanne Mitchell made a presentation at our December meeting. We opened the floor to questions and comments. The retailers, restauranters, and businesses expressed great interest, especially in light of the slow economy.

Our community views this event as a new opportunity. We recognize the challenges of closing four-five blocks of King Street, however, we are confident that the ACVA's Festival of Arts Committee and the City staff will create a solution that is palatable to the businesses, the residents, and the artists. As you know, the business community has requested the closing of the 100 and 200 blocks of King Street several times (on a temporary basis only), and we view this event as a good trial run.

We feel that this event will also allow Alexandria to showcase the Torpedo Factory Art Center and the numerous art galleries that enhance the charm of Old Town. Thank you for considering the Alexandria Festival of the Arts.

Sincerely,



Charlotte A. Hall
President

**Old Town Civic Association
P.O. Box 21333
Alexandria, VA 22320**

March 11, 2003

Ms. Joanne Mitchell
Executive Director, Alexandria Convention and Visitors Association
221 King Street
Alexandria, VA 22314

Dear Ms. Mitchell,

I want to thank you for taking the time to meet with the Board of Directors of the Old Town Civic Association regarding the proposed arts festival for September 2003.

The OTCA supports the concept of an arts festival on lower King Street during a weekend in September 2003. We think that, properly structured and managed, it has the potential to contribute a significant benefit to Alexandria's economy, to its art community, and to all those who appreciate and value Alexandria's growing reputation as an important arts center.

Toward that end, we offer the following suggestions:

First, Alexandria's role in this festival should not be merely as a venue for a 'traveling show'; the festival should complement and reinforce the work of Alexandria artists and galleries. We urge you to involve our arts community in the planning of the festival, and we suggest that Alexandria artists be asked to participate as exhibitors and jurists.

Second, it is essential to the success of the festival that any potentially negative impacts on the surrounding community be anticipated and mitigated so far as possible. Adequate parking and special shuttle and transportation services for both vendors and visitors should be arranged. Adequate public restroom facilities should be assured if possible without the use of temporary facilities. City traffic management and post-event cleanup services should be carefully planned, as with other large events staged in the City.

Again, we appreciate your consulting the OTCA in your planning for this event.

Yours truly,

Carolyn L. Merck
President

cc: Mr. Phil Sunderland, Alexandria City Manager
Ms. Murney Kelleher, Torpedo Factory

Schaloupek

From: Schaloupek [Schaloupek@funside.com]
Sent: Tuesday, March 11, 2003 12:39 PM
To: Schaloupek@funside.com
Subject: FW: Alexandria Arts Festival

-----Original Message-----

From: Vradenburg@AOLTW.com [mailto:Vradenburg@AOLTW.com]
Sent: Monday, March 10, 2003 5:26 PM
To: MayorALX@aol.com; billclev@comcast.net; DSpeck@aol.com; DELPepper@aol.com; wmeuille@wdeuille.com; council@joycewoodson.net; eberweincouncil@comcast.net
Subject: Alexandria Arts Festival

I understand that Alexandria is giving consideration to hosting an Alexandria Festival of the Arts.

I am the President of the Board of Trustees of The Phillips Collection and am also chairing a task force of the Greater Washington Tourism Alliance devoted to improving the visibility and appeal of the arts & culture sector in the Region. In my view, an Alexandria arts festival would be of value in at

least two important respects: to highlight the importance of Alexandria as an arts & culture destination and to reinforce the increasing appreciation of the range and diversity of arts & cultural assets in the Region. Regional citizens are our #1 salespeople for our region to those who live and work outside the region and an Alexandria arts festival can thus help pull in

visitors from out of the region as well.

I urge you to support this valuable addition to our regional arts & culture menu.

George Vradenburg
Strategic Advisor
AOL Time Warner

Schaloupek

From: Schaloupek [Schaloupek@funside.com]
Sent: Tuesday, March 11, 2003 12:38 PM
To: Schaloupek@funside.com
Subject: FW: Alexandria Arts Festival - September 13 & 14

-----Original Message-----

From: Virginia L. Pitcher [mailto:vlpitcher@comcast.net]
Sent: Monday, March 10, 2003 6:57 AM
To: Kerry Donley; Bill Cleveland; Bill Euille; Del Pepper; David Speck; Claire Eberwein; Joyce Woodson
Subject: Alexandria Arts Festival - September 13 & 14

FOUNDERS PARK COMMUNITY ASSOCIATION

JAMES A. DORSCH, President
111 QUAY STREET
ALEXANDRIA, VA 22314-2608
(703) 836-2979
vlpitcher@comcast.net

Subject: Proposed Alexandria Festival of the Arts - September 13 & 14

On March 8, Jo Anne Mitchell of the Alexandria Convention and Visitors Association met with our Board to discuss the proposed September arts festival and answer any questions. We had a full and excellent discussion with not a single objection raised to the festival. I personally think this is an excellent economic and cultural opportunity for the city and urge your full support.

Jim Dorsch

SCAN

February 18, 2003

STOP CHILD ABUSE NOW
of Northern Virginia

2210 Mount Vernon Avenue
Alexandria, Virginia 22301
703-836-1820
Fax 703-836-1248
www.scanva.org

Mr. Phil Sunderland
Alexandria City Manager
301 King Street
Alexandria, Virginia 22314

Dear Phil:

I am pleased to write this letter in support of the Alexandria Convention and Visitors Association work to bring a Howard Alan Events, Ltd. Art Festival to Old Town. I appreciate that ACVA's motivation is to bring people into Old Town to enjoy the festival and frequent Old Town's restaurants, stay in the hotels and spend in the stores.

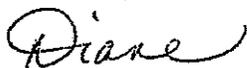
The approach of this respected Art Festival includes the involvement of a local nonprofit organization. SCAN is honored to be the group who will be a part of this project. We will receive any proceeds from sales of souvenir items from the Art Festival. SCAN of Northern Virginia will also have the opportunity to raise public awareness about child abuse and neglect through the advance advertising for the event and at a table during the event.

I am confident that the ACVA's professional approach and reputation will ensure that this event will be well produced. I know that ACVA is reaching out to the many segments of the community who may have an interest in such an event, including the surrounding neighbors, and I am optimistic that all concerns will be heard and addressed. I also realize that this is a new event, and as such, there will be concerns that will be difficult to completely diffuse in advance. My hope is that after the first successful year, those concerns will also be addressed.

I think Old Town provides an incredible venue for an event such as this Art Festival. As a City, we have the best opportunity of an extremely successful event because the organization taking the lead on all coordination is the ACVA, an organization whose sole interest is making tourism a winning proposition for Alexandria.

I hope that the necessary approvals and action steps needed in order for this event to be successful will be granted. If I can provide any information or assistance, please let me know. I appreciate your attention to my perspectives and wish success to everyone on this exciting project.

Sincerely,



Diane L. Charles
Executive Director

Stop Child Abuse Now
(SCAN) of Northern Virginia, Inc.

An Affiliate of
Prevent Child Abuse, Virginia

Virginia Chapter,
Prevent Child Abuse America



March 13, 2003

Ms. Jo Anne Mitchell
Executive Director
Alexandria Convention & Visitors Association
421 King Street, #300
Alexandria, Virginia 22314

Dear Ms. Mitchell:

As you know, we hope to have the opportunity to work with you to promote the use of Metro for attendees of the Alexandria Festival of the Arts planned for September. This nationally-recognized art show should bring thousands of visitors to Alexandria and we look forward to providing transportation for the majority of your visitors.

Sincerely,

Jane Taylor
Director of Marketing

**Washington
Metropolitan Area
Transit Authority**

600 Fifth Street, NW
Washington, DC 20001
202/962-1234

By Metrorail:
Judiciary Square—Red Line
Gallery Place-Chinatown—
Red, Green and
Yellow Lines
By Metrobus:
Routes D1, D3, D6, P6,
70, 71, 80, X2

A District of Columbia,
Maryland and Virginia
Transit Authority

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JOE THEISMAN'S

RESTAURANT

1800 A Diagonal Road Alexandria, VA 22314 703-739-0777 fax: 703-739-0780 theismann.s@aol.com

Alexandria City Council
Alexandria City Hall
301 King Street, Ste 2300
Alexandria, VA 22314
March 1, 2003

Dear Honorable Mayor and Council Members:

I write as both a member of the ACVA Board of Governors and a business owner in Alexandria regarding the proposed Alexandria Art Festival hosted by Howard Alan Events, Ltd. I first became aware of the idea at an ACVA governors' meeting when Adam Winer, a local artist and businessman, enthusiastically described the event and its obvious benefits to the city, its residents and businesses. I am fairly new to the board and often look to veteran members for information and input. Among these other members are representatives from the Chamber of Commerce, Eisenhower Partnership, Alexandria Economic Development, KSMET, Potomac West Business Association, Office of Historic Alexandria, Old Town Business Association, the city council, the city manager's office, and prominent restaurants, hotels, museums and businesses. The reaction to the proposal was unanimously positive. Receiving excited support from us, the next steps, meeting with the City Manager's Office and various effected citizen and business organizations, were put into motion.

It has only been recently that I became aware of the passionate concerns and I guess it is correct to say, resistance, to the festival plan from some local artists. As a local businessperson, I certainly do not want to offend or alienate other members of the business community. As an ACVA governor, I worried that I had too quickly given my support to an event without enough questioning. Although my approval most likely played a miniscule role in the acceptance of the idea, I wanted to be certain that "the city" had been given the opportunity to be informed and respond. I asked Jo Anne Mitchell, President and CEO of the ACVA, when and how this had taken place. She provided the following chronology of meetings with groups that would be involved, and/or effected by the festival.

- *September -first public announcement at ACVA Annual Meeting – attended by representatives from most every organization in the City*
- *October, November and January ACVA Board meetings -discussed in detail (see attendees above)*
- *December -met with Joan Menard, President of the Torpedo Factory Artists Association*
- *late November or early December -briefed Old Town Business Association - attended by businesses along lower King Street to include several artists from the Torpedo Factory*
- *Jan 16 -briefed KSMET Board of Directors*

- Jan 21 -briefed Carlyle Towers Residents
 - Jan 21 -sent letters to 18 civic and business associations requesting time to present the Art Festival to them.
 - Feb 11 -briefed Arts on the Avenue
 - Feb 25 -briefed Arts Commission
 - Feb 25 -briefed Eisenhower Partnership
 - Feb 26 -AHA
 - Feb 27 -Old Town Civic Association
 - Feb 27 -Arts Forum
 - Talked to almost every business on King Street from Union to Fayette, dropped off notice/invitation regarding March 28th Fun Side Forum for discussion of the festival
- In addition, the following presentations have been scheduled:
- March 8 -Founder's Park
 - March 6 -Holmes Run Park
 - March 18 -Historic Alexandria
 - March 20 -Rosemont
 - March 28 -Fun Side Forum scheduled for three months to discuss the art festival.

This thorough and extensive list assured me that the ACVA had made the effort to inform, involve and gather feedback from the city. I then felt comfortable that the decision had not been "ramrodded" by the ACVA, yet still uncomfortable that some artists were opposed to the plan.

Without having seen the letter from the Torpedo Factory Artists Association, I tried to empathize with their position. What seemed to me a similar scenario, one I could imagine, would be a proposed Taste of the Town to be held on a closed Diagonal Road. It would block the view of my front door and feature food from all the competition, filling up potentially hungry customers. I would be invited to participate, however this would not compensate for the loss of business I would suffer that day. I took the imagined scenario further in my mind and concluded that the city probably would not allow the sale of alcohol on the street and thus, I would benefit from those sales during the event. In addition, hundreds of potential future patrons would be exposed to my location and appeal and return at later dates. In other words, there would be issues that could be addressed and resolved.

I have since seen the TFAA letter that specifies the particular concerns of that group. Many of the issues have already been resolved. Many, as in any difference of opinion, can be argued from different perspectives. For instance, will a non-profit hosted or Howard Alan hosted festival be more organized, bring in more tourists, leave the city coffers more inflated? I am not going through each concern or issue to examine them from different viewpoints. It is unproductive at this time. I am, however, going to reiterate my support and encourage yours for the currently planned art festival for this reason. Regardless of viewpoint or preference, no one will really know which is the best route until an art festival, regardless of which one it is, comes and goes. Nearly everyone seems to agree that an art festival will be a good thing for the city. So let's have one. Then there will be results to examine, from all sides, and to provide a base from which to deviate or to duplicate.

It would be ideal, of course, to have an art festival with the contribution, cooperation, participation and enthusiasm of all effected, especially the local artists of the city. I hope as the plans progress, this will evolve. It certainly seems that an art festival in the city will serve in some way to showcase the artists of the city. However, it also seems that local artists would have potent information on how to do this. Although it is evident that the opportunity to become informed and involved was made available, the response came late. In hindsight, it would have been wise to have tapped into that pool of knowledge extensively and early on. As it would be wise for us now to commit to work more closely together in evaluating the results of any festival, should there be one, and in planning future ones.

As an employer, parent and citizen, I try to emulate the lyrics of a song my daughter sang in a third grade show. "Accentuate the positive. Eliminate the negative. Latch on to the affirmative. So long to Mister In-Between". In the TFAA letter, there are many positives stated in connection with an art festival. Among the many other cited groups addressed, there is overwhelming positive response to the proposed Howard Alan art festival. In conclusion, at this point in time, the proposal for the Howard Alan Events festival is very well supported, approved by the city events committee and tentatively scheduled. It comes with experience and a good reputation. As a member of the ACVA Board of Governors, my support of this event is consistent with the ACVA function and my commitment to the city to "work to increase tourism and conventions that generate revenues and promote the City of Alexandria and its assets". I thus encourage your support as well.

Thank you for your attention.

Sincerely,

Susan Grandgeorge
Proprietor, Joe Theismann's Restaurant

**Embassy Suites
Hotel, Alexandria**

1900 Diagonal Road
Alexandria, VA 22314

703-884-5900

March 3, 2003

Mayor and City Council Members
Alexandria City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Kerry Donley, Vice Mayor William Cleveland, Councilwoman Claire Eberwein, Councilman William Eulle, Councilwoman Redella Pepper, Councilman David Speck, Councilwoman Joyce Woodson:

As an Alexandria business for the past thirteen years, a youngster in comparison to many long time businesses, I would like you to vote in favor of the Alexandria Festival of the Arts.

I am always pleased to see our community highlighted, Art & Antiques magazine has called Old Town Alexandria's King Street, "Virginia's art and antiques miracle mile. As an Alexandria business that has suffered economically from recent events such as the sniper attacks, the elevated terror alert, economic slowdown and now extreme weather, I would welcome the opportunity to enhance this reputation.

The ACVA, in partnership with our local business and residential communities, is putting together a terrific weekend that will bring thousands of new visitors to enjoy our galleries, shops, and restaurants. At the end of the day comfortable hotel accommodations will conclude their visit.

I understand the event sponsor, Howard Allen Events, has a proven track record of producing quality art festivals and has provided revenue projections for City of Alexandria and area businesses based on similar shows in other upscale cities.

I am certain that once you have an opportunity to review the economic benefits to the city and its businesses, you will vote in support of the Alexandria Festival of the Arts.

Sincerely,

Mary Anne Russell
General Manager



Honorary Chair
Mayor Kerry J. Donley

Funding Chair
Councilman William D. Eulle

Strategic Marketing Chair
Councilwoman Joyce Woodson

2002 Board of Directors
Officers
David Martin, President
Covington & Burling
Nora Partlow, President Elect
St. Elmo's Coffee Pub
Joan Goehler, Vice President
Ken Moore, Secretary/Treasurer
Alexandria Chamber of Commerce

Directors
Robert Bell
Capital One Financial Services
Charles Collum
Burke & Herbert Bank
Michael Geissinger
Alexandria Guide
Scott Mitchell
St Elmo's Coffee Pub
William Outlaw
Federal Highway Administration
John Renner
Renner & Co.
Michael Tapscott
Regent University

Staff
Ann M. Dorman, CMP
Richard F. Dorman, CAE
Jude Walsh, Media
Judy Ingemumson, Volunteers

421 King Street
Suite 300
Alexandria
VA 22314

phone
(703)838-4200 ext. 210

fax
(703)998-0526

www,
FirstNightAlexandria.org

February 21, 2003

Mr. Phil Sunderland
City Manager
301 King Street, Suite 3500
Alexandria, Virginia 22314

Dear Mr. Sunderland:

On behalf of First Night Alexandria this letter is being written to support the September Arts Festival sponsored by the Alexandria Convention and Visitors Association. The organizers of this particular festival have a strong history of producing a top quality attraction that will draw thousands of people to our city. Not only will these visitors stroll the streets viewing art on display, they will surely visit our other fine shops and restaurants along King Street bringing revenue to both the business community and the City.

We hope that the City government as well as the citizens and businesses in the Old Town area agree that this is a no lose project that will bring needed visitors and positive press attention to the City we call home.

Sincerely,

Ann M. Dorman, CMP
Executive Director

→ Cc: Jo Anne Mitchell



February 26, 2003

Mayor Kerry Donley and
Members of City Council
City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Donley and Council Members:

The Board of Directors of the Eisenhower Partnership met with JoAnne Mitchell of the ACVA to hear about the Art Festival tentatively scheduled for September 13-14, 2003 in Old Town.

Ms. Mitchell informed the Board regarding the steps taken to date to insure a quality Art Festival, which will enhance the City's reputation as a tourism and arts destination. Such an event should draw visitors from across the country, and from nearby areas, bringing additional tax revenue to the City and much needed revenue to the shops, restaurants and hotels in Alexandria. We understand that all City ordinances and regulations will be adhered to, sufficient parking and shuttle buses will be provided and that this will be an event that involves both business and residents. An added plus is that a local non-profit S.C.A.N. will receive all the profits from the sales of an original print designed to promote the festival.

The mission of the Alexandria Convention and Visitors Association is to bring tourism to the City, dollars to the City and visitors to the City. The Arts Festival should help accomplish this. The Eisenhower Partnership supports the Arts Festival and requests that City Council do likewise.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sharon B. Hodges".

Sharon B. Hodges
Executive Director

cc: JoAnne Mitchell
Phil Sunderland, City Manager

Schaloupek

From: Schaloupek [Schaloupek@funside.com]
Sent: Wednesday, March 12, 2003 1:38 PM
To: Schaloupek@funside.com
Subject: FW: Art Festival

-----Original Message-----

From: Mary Ruth Coleman [mailto:mrcoleman@cavtel.net]
Sent: Wednesday, March 12, 2003 1:08 PM
To: mayoralx@aol.com; council@joycewoodson.net; dsepck@aol.com; delpepper@aol.com; wmeuille@wdeuille.com; eberweincouncil@comcast.net; BILLCLEV@comcast.net; sandra.whitmore@ci.alexandria.va.us; philip.sunderland@ci.alexandria.va.us
Cc: Jmitchell
Subject: Art Festival

I would like to express my support for the Art Festival sponsored by our ACVA. As the Director of an historic site, I am anxious to not only increase our museum attendance, but to increase our visibility as an attraction for visitors to Alexandria. Perhaps people who attend the art show might not take a tour that day but maybe they will walk by Carlyle House, Gadsby's Tavern or the Apothecary and be intrigued enough to make plans to return.

I am familiar with Howard Alan Events having attended in Virginia Beach and Sarasota, Florida. Both venues were packed with happy people, buying art from the vendors, but also eating the restaurants and shopping at the stores along the route.

I encourage you to approve the Art Festival and support it strongly to your constituents.

Sincerely,
Mary Ruth Coleman
Director, Carlyle House
121 N. Fairfax St.
Alexandria, VA 22314
703-549-2997
703-549-5738 fax
mrcoleman@cavtel.net
www.carlylehouse.org
www.nvrpa.org

703-549-2997
703-5495738 (fax)
www.carlylehouse.org

3/13/2003

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Schaloupek

From: Schaloupek [Schaloupek@funside.com]
Sent: Monday, March 03, 2003 3:31 PM
To: Schaloupek@funside.com
Subject: FW: Alexandria Festival of the arts

-----Original Message-----

From: Bryan Thompson [mailto:bthompson@capitalhospitality.com]
Sent: Thursday, February 27, 2003 10:58 AM
To: mayoralx@aol.com; billiclev@comcast.net; dspeck@aol.com; Delpepper@aol.com; wmeuille@wdeuille.com; council@joycewoodson.net; eberweincouncil@comcast.net
Subject: Alexandria Festival of the arts

Dear Mayor and City Council Members,

What better way to attract affluent visitors to Alexandria than through a high quality arts festival organized by a company with a successful reputation in this area! In speaking with the nay-sayers about this event, what struck me most was their attempts to discredit this event by saying it is not "world class enough" "it is not like this one or that one I have been to around the country and world." It is clear to me these nay-sayers do not mind going to other neighborhoods, but want to keep everyone out of theirs-**Old Town does not "belong" to anyone-rather it belongs to us all.** One comment I received was "these visitors will be urinating in our flower beds"-this from someone holding a doctorate! Why are we having such silly discussuions related to a world class arts festival? What event will these individuals accept? I say nothing will be good enough for them. Please support the Alexandria Festival of the Arts.

Bryan Thompson

2151 Jamieson Ave., Alexandria VA 22314

Jmitchell

From: BSch511@aol.com
Sent: Sunday, March 02, 2003 8:11 PM
To: phil.sunderland@ci.alexandria.va.us
Cc: MayorALX@aol.com; billclev@comcast.net; DSpeck@aol.com; DELPepper@aol.com; wmeuille@wdeuille.com; council@joycewoodson.net; eberweincouncil@comcast.net
Subject: Alexandria Festival of Arts, September 2003

March 2, 2003

Bruce Schafer
The Market Square Shop
202 King Street
Alexandria, VA 22314

Mr. Phil Sunderland
City Manager
City of Alexandria
301 King Street, Suite 3500
Alexandria, VA 22314

Dear Mr Sunderland:

I am writing today in full support of the Alexandria Convention and Visitors Association proposed Arts Festival planned for September. A public event such as the one planned will open our great City to a broad range of visitors. Not unlike the Red Cross Festival, Market Square Festivals, and the Christmas Walk, this event will add a new dimension to life in Old Town and benefit us all.

Both as a Old Town resident and business owner, I am delighted that the ACVA has the energy and vision to create opportunities such as the one planned. I trust that you and your colleagues will support their efforts.

Sincerely,

Bruce Schafer

3/3/2003

Jmitchell

From: AnnDorman@aol.com
Sent: Sunday, March 02, 2003 12:01 PM
To: mayoralx@aol.com; billclev@comcast.com; dspeck@aol.com; delpepper@aol.com; council@joycewoodson.net; eberweincouncil@comcast.net
Cc: jmitchell@funside.com
Subject: Art Festival

Dear Mr. Mayor and members of City Council:

I find it very curious that individuals who enjoy special treatment by the City of Alexandria (extremely preferential leasing accommodations at the Torpedo Factory Art Center) may have a problem with other artists coming to our City, bringing with them thousands of tourists who will likely spend money at our shops, restaurants and hotels. I hope that you will continue to keep the best interests of all of Alexandria in mind as you consider the September Art Festival.

As a member of the board of the Alexandria Convention and Visitors Association and a resident of Alexandria, I strongly support the Art Festival.

Ann M. Dorman, CMP
2724 Kenwood Avenue
Alexandria, VA 22302
V: (703) 998-5614
E: AnnDorman@aol.com

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Jmitchell

From: etpub@earthlink.net
Sent: Thursday, February 27, 2003 8:47 AM
To: jmitchell@funside.com
Subject: Howard Allen Show

Joanne,

Good talking to you yesterday. I got busy in the afternoon and forgot to get this off to you. Sorry about that! Howard Allen has been bringing his Arts Festival to Sarasota for 15 years and we have been participating for the past 14 of them. The Arts Festival occupies 3 to 4 city blocks, right down the center of Main St. One of those blocks is directly in front of our gallery. Art Festival week-end has proven to be the best sales week-end of the entire year for us. Conversations with other merchants on the street have indicated that all merchants do just as well. We always schedule an event for that week-end. The reason being that we do not have to spend a great deal of money promoting our show, the people are already downtown! Howard's people are professional, co-operative, understanding of the needs of the merchants on the street and the quality of the artwork in the show is first rate. I am sure that you will have much success with your Arts Festival.

--

Beth & Adam G. Segreti

Santa Fe Trails
Gallery of Southwestern Art
1429 Main St.
Sarasota, FL 34236
(941) 954-1972
(941) 358-9736 - fax
etpub@earthlink.net



AVENTURA MARKETING COUNCIL
3575 NE 207TH STREET, SUITE B-16
AVENTURA, FL 33180

PHONE: (305) 932-5334
FAX: (305) 932-4701

INTERNET: www.acouncil.com
E-MAIL: amcbiz@bellouth.net

February 20, 2003

JoAnne Mitchell, President/CEO
Alexandria Convention & Visitors Association
421 King Street, Suite 300
Alexandria, VA 22314

Dear JoAnne,

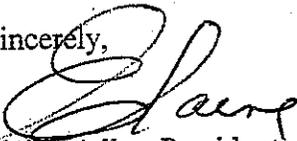
So nice to talk to you today! You are very fortunate to have the opportunity to work with Howard Alan—we have simply LOVED working with him for these past twelve years.

Howard has created a magnificent 'turn-key' festival for us.....leaving us to concentrate on all the fun things, like bringing in local entertainment from the schools and helping to promote the event with our business community. Howard and his company take care of everything.....from the permits and the signage to the port-a-potties and publicity, not to mention all the artists and food vendors .

Howard and his team of professionals have made us look good for 12 years, and we look forward to having him do the same for the next 100 years! You couldn't have chosen a better person to help you create a fabulous event to attract thousands of visitors to your city.

Enclosed are the two artfest sections we produced for our last two art festivals. Perhaps you can glean some interesting ideas from them.

If there is anything else I can do to help you with your event, just pick up that phone and call!

Sincerely,

Elaine Adler, President

encs: Aventura Artfest Special Sections, Aventura News

cc: Howard Alan Events

Jmitchell

From: Diana M Corrigan [artemis.starmands@juno.com]
Sent: Wednesday, February 26, 2003 2:36 PM
To: jmitchell@funside.com
Subject: Howard Allen events

Here is my input regarding Howard Allen & Howard Allen events.

"For over 16 years St. Armands Circle has had the pleasure of hosting a Howard Allen event which is our annual Art Festival. Working with Howard Allen, and Howard Allen events, we have experienced the utmost in professionalism, attention to detail, and phenomenal promotion and marketing of the event. Howard and his staff are a pleasure to work with and provide a top quality and professionally executed event, from start to finish. We are so pleased with Howard's events, that we now host two Art Festivals and a Craft Festival!"

Please call me if you have any questions or comments.

Sincerely,
Diana M. Corrigan
Executive Director
St. Armands Circle Association
941-388-1554 Phone
941-388-2855 Fax

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3-25-03

Howard Alan Events, Ltd.



*Producing America's Best
Art Festivals*



Howard Alan Events



Who We Are

Over the past 20 years Howard Alan Events has become America's leading producer of juried art affairs.

Travel from city to city and stroll down the streets of the nation's 44 award-winning annual fine art festivals. Meet hundreds of artists and their juried works and learn what inspired their creations. Howard Alan Events is proud to offer the finest jewelry, pottery, sculpture, glass, ceramics, paintings and prints. Every week, we create the world's largest collection of artists and contemporary crafters. Our artists come from all over the United States and abroad, to create a collection of over 15 million dollars of art on display. Every weekend Howard Alan Events creates an exciting, award-winning, street festival, which can only be defined as an "affordable open art gallery". Unlike a museum or art gallery, you can view these beautiful works through the magic of the Internet as well as having an opportunity to meet the artist who created it. Literally, millions have strolled and shopped the art-lined streets of thousands of these events.

Popular shows such as the Las Olas Art Fair or the Chicago Tribune North Michigan Magnificent Mile Art Festival receive around 1,200 applications for only 200 - 300 coveted spots. This allows Howard Alan Events to choose the top masters of their craft or medium. Every show is unique unto itself and no two shows are alike. These shows feature a variety of fine art and craft ranging from sculpture to paintings to photography to paper to fused glass to jewelry, produced by the nation's top award-winning artists. No one is ever disappointed after experiencing a Howard Alan Events extraordinary upscale, weekend-long outdoor art festivals in some of America's most charming downtown street locations. Enjoy!

Alexandria Festival of the Arts
September 13-14, 2003
-Fact Sheet-

Marketing Data (Based on 2002 in-house surveys)

- + Average Art Festival attendee
 - owns home
 - is between 30-59 years of age
 - spends 2-3 hours at the festival
 - spends \$30 on items outside the festival
- + Economic Impact to Hosting City
 - \$3.5 million per weekend overall impact
 - 20-25% increase in business for local retail
 - 25% increase in business for restaurants
 - 40% increase in business for hotels
- + Attendance Figures
 - 20,000+ first year
 - 100,000 for mature show

Proposed Alexandria Art Festival - September 13, 2003

- + Announcement to artist early November 2002
 - 40 artist publications
 - 5000 from in house database
 - applications mailed as requested
- + Professional Jury Criteria
 - aesthetic quality
 - display
 - originality
 - category
- + Fees
 - \$15 application processing fee
 - \$195-\$300 participating fee (based on show production, advertising, logistics, and other administrative costs)
- + Rules & Regulations will appear on application and on www.artfestival.com
- + Artists will be notified of acceptance by March 1, 2003

Responsibilities

ACVA

- + Provide liaison for communication purposes with Howard Alan Events, Ltd.
- + Assist with communication to local businesses concerning events
- + Coordinate the government/city permit filing process
- + Promote event

Howard Alan Events, Ltd.

- + Secure portable toilets, waste receptacles, trash dumpsters
- + All event set up and clean up
- + Barricades
- + Banners
- + Provide Certificate of Liability Insurance for \$1 million
- + Underwrite all City/Government permits
- + Hire police and security
- + Marketing and media activities
 - Press releases to national and state media outlets
 - Community articles and calendar listings
 - Corporate co-sponsorships
 - Editorial commitment
 - Newspaper, radio, television sponsorships and affiliations
 - Print advertising in local newspapers



Alexandria Festival of the Arts

September 13th & 14th, 2003

On September 13 & 14, 2003, King Street in Old Town Alexandria will bustle with over 200 artists displaying artwork from across the nation. For the first time ever, over \$15 million in artwork will be on display for all of Alexandria and neighboring cities to enjoy. Visit the Old Town Alexandria Art Fair from 10 am to 5 pm daily and witness the spectacular creations in pottery, sculptures, ceramics, paintings, jewelry, photography and more. The festival will be held on King Street from St. Asaph to Union Street and admission is free.

Right now, artists across the country are preparing for the biggest outdoor art festival to come to Alexandria. What sets this festival apart from most others is the uniqueness and quality of work on display. Many participating artists have become pioneers in their field, gaining national and international recognition for their artwork. Every artist will be at the show to answer questions behind their inspirations and experiences or to commission a piece. Art enthusiasts of all ages and incomes will enjoy this year's festival. Whether looking for that perfect piece to accent your home's decor or a uniquely designed piece of jewelry, all tastes will be satisfied.

Mark your calendars for September 13 & 14, 2003 for the Alexandria Festival of the Arts. Show times are 10 am to 5 pm daily and admission is free. For more information, please contact Alexandria Convention & Visitors Association at 703-838-4200 or log on to www.FunSide.com. Produced by Howard Alan Events. For participating artist and a show directory, please log on to www.artfestival.com or call Howard Alan Events at 954-472-3755.

APPLICATION AND CONTRACT

Howard Alan Events

9695 W. Broward Blvd.
Plantation, FL 33324

(954) 472-3755 Fax (954) 472-3891 Website www.ARTFESTIVAL.com

PLEASE TYPE OR PRINT CLEARLY:

Exhibitor Name _____ e-mail address _____

Company Name _____ website _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Cell No. (____) _____ Emerg. No. (____) _____

Is this a new address: YES NO Size and Height of Display _____ X _____ X _____

Category of work (check only one!): Painting, specify: _____ Sculpture, specify: _____

Glass Wood Photography Jewelry Mixed media, specify: _____

Pottery/ceramic, specify: _____ Other, specify: _____

Are you driving an RV or large rig (more than 2 axes)? YES NO

Month & Day of Birth ____/____/____ Current License Plate #: _____ State: _____ Trailer plate # _____

Tax I.D. #: _____ (state): _____ Tax I.D. #: _____ (state): _____

Tax I.D. #: _____ (state): _____ Tax I.D. #: _____ (state): _____

List all desired show dates/location and show fees: (SHOW PAYMENT & APPLICATION FEE MUST ACCOMPANY APPLICATION)

1 _____ \$ _____	6 _____ \$ _____
2 _____ \$ _____	7 _____ \$ _____
3 _____ \$ _____	8 _____ \$ _____
4 _____ \$ _____	9 _____ \$ _____
5 _____ \$ _____	10 _____ \$ _____

Total amount enclosed: \$ _____

CHECKLIST (BE SURE TO ENCLOSE):

- SIGNED APPLICATION FORM
- \$15 NON-REFUNDABLE APPLICATION PROCESSING FEE PER SHOW (YOU MAY USE ONE CHECK)
- ENTRY FEE WITH SEPARATE CHECKS FOR EACH SHOW, MINIMUM DEPOSIT OF \$50 PER SHOW.
- SELF-ADDRESSED STAMPED ENVELOPES (\$.55 POSTAGE) PER SHOW IF APPLYING TO LESS THAN 3 SHOWS, OR A MINIMUM SIZE 6"x 9" ENVELOPE WITH \$1.01 POSTAGE IF APPLYING TO 3 OR MORE SHOWS
- 3 PHOTOS/SLIDES OF WORK, 1 PHOTO/SLIDE OF OUTDOOR DISPLAY
- IF YOUR COMPUTER IS PC AND MICROSOFT WORD COMPATIBLE, YOUR CONFIRMATIONS WILL BE E-MAILED TO YOU

MAKE ART SHOW CHECKS PAYABLE TO HOWARD ALAN EVENTS, LTD. AND CRAFT SHOW CHECKS PAYABLE TO AMERICAN CRAFT ENDEAVORS

GENERAL RELEASE

The undersigned does hereby discharge, release and hold harmless, HOWARD ALAN EVENTS, LTD. & AMERICAN CRAFT ENDEAVORS. (all cities, property owners, and associations) and all co-sponsors from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned while in possession or under the supervision of the sponsors during the Festival, and hereby consents to enforcement of all rules of this event. Furthermore, the undersigned artisan hereby certifies that all display work is handcrafted and created by the seller. Participant understands that any mass produced item on display can cause possible expulsion from the show. There are no rain dates. There will be no refunds on artist cancellation. Credit will be issued if Howard Alan Events, Ltd. & American Craft Endeavors. is notified in writing at least (4) FOUR weeks prior to an event. Exhibitors are responsible for full payment of show fee if cancelled less than 4 weeks prior to event. MANAGEMENT RESERVES THE RIGHT TO DISQUALIFY ANY EXHIBITOR CAUSING ANY PROBLEMS TO FELLOW EXHIBITORS OR MANAGEMENT. Failure to comply with the rules and regulations set forth on the reverse side of this General Release may result in expulsion from any and/or all events. Management reserves the right to make final interpretation of all rules.

The undersigned understands that if this application is not accepted, all fees and slides will be returned by mail, with the exception of the Application Processing Fee. If accepted, HAE/ACE has my permission to reproduce my artwork, through the slides or photographs I have submitted, for the purpose of advertising and marketing the Festival. HAE/ACE also has my permission to publish photographs or videos taken of me, my booth and my work during the Festival for purposes related to promotion of the Festival, past or future.

Signed _____ Date _____

43

EXHIBITOR RULES AND REGULATIONS

The staff of Howard Alan Events, Ltd. and American Craft Endeavors would like to thank you for your participation in our shows. We work very hard to make each and every show a great success. In order for you to help us make our shows the best they can be, we have established some guidelines. To participate in our events, you are required to observe the following rules and regulations . . .

- 1) All applications must be accompanied by 3 photos/slides of your work and 1 photo/slide of your outdoor display. Applications will not be reviewed without an outdoor display slide. Photos/slides should show full view of your display and work clearly.
- 2) All work must be original, handcrafted, created and exhibited by the artists themselves. Kits, imports and mass produced items will not be tolerated. This rule is strictly enforced.
- 3) All categories shall be reviewed, juried and screened prior to acceptance. Any media NOT approved during the application process shall be removed. Separate slides for each category to be displayed must be submitted. Exhibitors may only sell work analogous to submitted slides.
- 4) The approved exhibitor will occupy his or her booth at all times. No subletting or sharing of space is permitted. No representatives are allowed.
- 5) Each exhibitor is responsible for collecting the State Sales Tax and filing a report with the Department of Revenue. Where applicable, a tax I.D. number may be required.
- 6) An accepted application is a commitment to display your work during ALL scheduled hours of the show. No refunds are issued for cancellations, however, credit will be issued if notification is made at least 4 weeks prior to the show. Acceptance to a past art or craft show is no guarantee that the exhibitor will be accepted to exhibit in a future event. Exhibitors are responsible for full payment of show fee if cancelled less than 4 weeks prior to event.
- 7) PAYMENT IN FULL IS DUE AT TIME OF APPLICATION UNLESS SPECIAL ARRANGEMENTS ARE MADE WITH OFFICE. In such cases, balance is due 30 days prior to event. Send separate balance checks for each show. Failure to pay in full 30 days in advance may result in forfeiture of show space. Remember, full payment is still due if cancellation is made less than 4 weeks prior to the event — No exceptions! A \$20 bank fee will be charged on all returned checks.
- 8) Artists must use their own means of display which must be sufficiently sturdy to withstand weather and crowds. Tents must be manufactured of flame-retardant materials. Staking into the pavement will not be tolerated without express permission from the show director. Each artist is responsible for his or her own display in case of loss or damage. **DOLLIES MAY BE REQUIRED FOR SET-UP AND BREAKDOWN OF DIFFICULT SHOW SITES.**
- 9) Displays must be professional and aesthetically pleasing. All tents must be white and all racks must be covered. Handwritten signs and sale signs are prohibited. Ribbons from previous shows will not be displayed. The object is to make your 10' x 10' booth an art gallery. Exhibitors will leave their exhibit space clean after packing up on Sunday evenings.
- 10) Exhibitors will receive an ample amount of booth space, which will vary depending on the venue of the show. Exhibitors will not take up any additional space without first consulting show coordinator. **ALL WORK, DISPLAY AND STORAGE WILL NOT GO BEYOND THE ASSIGNED EXHIBITOR SPACE.** Your booth should not interfere with your neighbor's booth. Show director shall make the final determination.
- 11) The exhibitor's space shall be occupied by 8 a.m. the morning of the show, otherwise the exhibitor will be considered a "no-show" and his or her space may be given away with no possible refund or credit. Vehicles must be removed by 8:45 a.m. unless otherwise specified. Tardy exhibitors may be excluded from setting up.
- 12) **SET-UP AND BREAKDOWN TIMES WILL BE STRICTLY ENFORCED. YOU MUST ARRIVE AT THE SPECIFIED TIME. BREAKDOWN WILL NOT BEGIN UNTIL THE END OF THE SHOW. VEHICLES WILL NOT BE PERMITTED INTO THE SHOW AREA UNTIL ALL VISITORS HAVE LEFT THE AREA, USUALLY 1 HOUR AFTER THE END OF THE SHOW. THE SHOW DIRECTOR WILL HAVE THE FINAL DECISION ON THIS SAFETY PRECAUTION.**
- 13) **Overnighters will observe RV etiquette at all times.** Refrain from making any noise. Absolutely no trash will be left behind. For weekend events, business lots will not be occupied until after 6 p.m. on Fridays, and all vehicles will leave prescribed parking venue Sunday night by 9 p.m. Failure to comply with RV etiquette will cause immediate removal from any or all events.
- 14) Due to insurance liability, exhibitors are NOT allowed to bring pets or any animals to the show site. Overnighters should clean up after any pets in parking areas.
- 15) If you have a problem at the show, you should communicate immediately to the show director or a Howard Alan Events, Ltd. staff member. You should not go to any one involved with the property that is being used for the staging of the event. Get your problem solved immediately, go right to the top. Complaining to your neighbors is not productive. We are here to create great events and make things happen. We must all act with a great degree of professionalism.
- 16) All rules will be strictly enforced. Failure to comply with rules or unruly behavior (including intoxication or verbal abuse) by the exhibitor or any assistants will cause immediate expulsion from the present show and will eliminate exhibitor from future events. Management reserves the right to make final interpretation of all rules.
- 17) This contract shall be deemed to have been made in the State of Florida and shall be interpreted in accordance with the laws of the State of Florida. All legal action to enforce this agreement shall be brought into the courts of Broward County, Florida, and the exhibitor agrees to the jurisdiction of the courts.

Howard Alan Events, Ltd. and American Craft Endeavors will not assume liability for any act of God, natural disaster, exposure to adverse weather conditions, damages, injuries or any legal authority, or any cause above and beyond the control of Howard Alan Events, Ltd. We appreciate everyone's cooperation and look forward to a very successful season thanks to you. See you at the shows!

Artists

America's Premier Show and Festival Magazine

ANNIVERSARY
THE TWO HUNDRED

BEST

FINE ART, FINE CRAFT AND
TRADITIONAL CRAFT SHOWS
IN AMERICA

ANNE ARBOR
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 PHILADELPHIA MUSEUM OF ART
 SMITHSONIAN

September 11, 2001



2002

Sunshine Artist 100 Best Fine Art Shows in the United States

1. Coconut Grove Arts Festival, Coconut Grove, FL
2. Port Clinton Art Festival, Highland Park, IL
3. Sausalito Art Festival, Sausalito, CA
4. Saint Louis Art Fair, St. Louis, MO
5. Northern Virginia Fine Arts Festival, Reston, VA
6. Ann Arbor Street Art Fair, Ann Arbor, MI
7. Winter Park Sidewalk Arts Festival, Winter Park, FL
8. Columbus Arts Festival, Columbus, OH
9. Ann Arbor State Street Area Art Fair, Ann Arbor, MI
10. Ann Arbor Summer Art Fair, Ann Arbor, MI
11. Magnificent Mile Art Festival, Chicago, IL
12. St. Stephens Coconut Grove A & C Show, Coconut Grove, FL
13. Main Street Fort Worth Arts Festival, Fort Worth, TX
14. Old Town Art Fair, Chicago, IL
15. La Quinta Arts Festival, La Quinta, CA
16. Downtown Naples Fifth Avenue Art Festival, Naples, FL
17. Des Moines Art Festival, Des Moines, IA
18. Plaza Art Fair, Kansas City, MO
19. Ann Arbor Art Fair Village, Ann Arbor, MI
20. Uptown Art Fair, Minneapolis, MN
21. Arts, Beats & Eats, Pontiac, MI
22. Old Hyde Park Village Art Festival, Tampa, FL
23. Naples National Art Festival, Naples, FL
24. Cain Park Arts Festival, Cleveland Heights, OH
25. Cherry Creek Arts Festival, Denver, CO
26. Long's Park Art & Craft Festival, Lancaster, PA
27. Boardwalk Art Show, Virginia Beach, VA
28. 57th Street Art Fair, Chicago, IL
29. Disney's Festival of the Masters, Lake Buena Vista, FL
30. Park City Art Festival, Park City, UT
31. Art & Apples Festival, Rochester, MI
32. Manayunk Arts Festival, Philadelphia, PA
33. Rittenhouse Square Fine Arts Annual, Philadelphia, PA
34. North Shore Art Festival, Skokie, IL
35. Wells Street Art Festival, Chicago, IL
36. Downtown Delray Beach Festival of the Arts, Delray Beach, FL
37. Beaver Creek Arts Festival, Beaver Creek, CO
38. Bayou City Art Festival, Houston, TX
39. Cottonwood Art Festival, Richardson, TX
40. Marin Art Festival, Marin County, CA
41. Brookside Art Annual, Kansas City, MO
42. Bellevue Art Museum Fair, Bellevue, WA
43. Boston Mills Artist, Peninsula, OH
44. Brandywine Arts Festival, Wilmington, DE
45. Central Pennsylvania Festival of the Arts, State College, PA
46. Baltimore Festival of the Arts / Artscape, Baltimore, MD
47. Summerfair, Cincinnati, OH
48. Smoky Hill River Festival / Fine Art & Craft Show, Salina, KS
49. Greater Harrisburg Artsfest, Harrisburg, PA
50. Three Rivers Art Festival, Pittsburgh, PA
51. Cottonwood Art Festival, Richardson, TX
52. Sarasota Festival of the Arts, Sarasota, FL
53. Portland Arts Festival, Portland, OR
54. Chicago Botanic Garden Art Festival, Glencoe, IL
55. Lakefront Festival of the Arts, Milwaukee, WI
56. Gasparilla Festival of the Arts, Tampa, FL
57. Evergreen Arts Festival, Evergreen, CO
58. Weems Artist, Albuquerque, NM
59. Krasl Art Fair on the Bluff, St. Joseph, MI
60. Utah Arts Festival, Salt Lake City, UT
61. Shadyside / Art Festival on Walnut Street, Pittsburgh, PA
62. Outdoor Arts Festival of the Bruce Museum, Greenwich, CT
63. Penrod Arts Fair, Indianapolis, IN
64. Downtown Boca Festival of the Arts, Boca Raton, FL
65. Southwest Arts Festival, Indio, CA
66. Carefree Fine Art & Wine Festival, Carefree, AZ
67. Boardwalk Arts Show, Ocean City, NJ
68. Art Fair at Laumeier, St. Louis, MO
69. Art A Fair Festival, Laguna Beach, CA
70. Vail Arts Festival, Vail, CO
71. Boulder Art Fair, Boulder, CO
72. St. Annards Art Festival, Sarasota, FL
73. Ruidoso Art Festival, Ruidoso, NM
74. Wickford Art Festival, North Kingstown, RI
75. Midwest Salute to the Masters, Fairview Heights, IL
76. Scottsdale Arts Festival, Scottsdale, AZ
77. BocaFest, Boca Raton, FL
78. New Orleans Jazz & Heritage Festival, New Orleans, LA
79. Boca Raton Museum of Art Festival, Boca Raton, FL
80. Naples Invitational Art Fest, Naples, FL
81. Rest of the Best Festival, Bellevue, WA
82. Flint Art Fair, Flint, MI
83. Art Fair on the Square, Madison, WI
84. Magic City Art Connection, Birmingham, AL
85. Royal Oak Outdoor Art Fair, Royal Oak, MI
86. Broad Ripple Art Fair, Indianapolis, IN
87. Peoria Art Guild Fine Art Fair, Peoria, IL
88. Art in the Park, Birmingham, MI
89. Oakbrook Center Invitational FA Exhibition, Oak Brook, IL
90. Charlevoix Waterfront Art Fair, Charlevoix, MI
91. Westport Outdoor Art Festival, Westport, CT
92. Las Olas Art Fair, Fort Lauderdale, FL
93. Gold Coast Art Fair, Chicago, IL
94. Armadillo Christmas Bazaar, Austin, TX
95. Red River Revel Arts Festival, Shreveport, LA
96. Austin Fine Arts Festival, Austin, TX
97. Kings Chosen Artists Fair, Ann Arbor, MI
98. Beachwood Festival of the Arts, Beachwood, OH
99. La Jolla Festival of the Arts and Food Faire, La Jolla, CA
100. King's Mountain Art Fair, Woodside, CA

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King of the Jungle

by Leigh Duncan

(excerpts from Sunshine Artist, July 2002)

The dictionary defines controversy as "a dispute, especially a public one between two holding opposing views." The arts and crafts industry, on the other hand, might define controversy as "Howard Alan." Whatever the case may be, SA has received numerous comments reflective of a love/hate relationship with Howard Alan, and was fortunate enough to sit down with the man who has been called everything from a pirate of the industry to the Savior of countless starving artists' careers.

Fact of the matter is whether you love him or hate him, Howard has grown to be unarguably the largest promoter of art festivals in the United States, as well as a man of "controversy" in the industry.

The story of Howard's arduous climb up the ladder of success is quite intriguing. It all started more than 20 years ago with a man and a monkey - actually a gorilla. Leaving his chosen and unhappy career as a chiropractor, Howard went into retail, settling in Plantation, Florida. Within the retail store, Howard featured approximately 40-50 artists and crafters on consignment, which was a unique and successful endeavor all on its own.

Back then, retail stores had about 4 to 5 months to do all their business, so Howard knew he needed to do something drastic. In an effort to bring in the business, he strategically placed a 6-foot-4-inch gorilla named Magilla out on the street. Even better, the ever-prominently displayed Magilla featured signs that said it was running for mayor.

Needless to say, the active Mayor was not happy that he was being poked fun at, and had Howard arrested. Yes, arrested.



The brilliant publicity stunt to promote the store not only worked, it landed Howard and Magilla on several local TV news stations, as well as Good Morning America and PM Magazine. Found guilty of "having something illegal on the street," Howard was ordered to pay a \$500 fine, serve probation and donate Magilla, who had become a celebrity, to various charities and organizations for a 6-month period.

Through the whole ordeal, Howard realized he had a knack for advertising and public relations. Combining his newly discovered talent and his passion for the arts, Howard created Howard Alan Events, a public relations and advertising agency specializing in art show promotions.

Today, Howard Alan is one of the most widely and highly recognized individuals in the industry, although sometimes more on the

controversial side. Along with his wife and business partner Debbie of 22 years, and a loyal and dedicated staff, Howard owns and operates Howard Alan Events, which runs approximately 44 juried art shows per year; and American Craft Endeavors, which is responsible for approximately 40 Florida craft shows per year. Sitting sidecar is Magilla, at least his head, who Howard keeps at his office for good luck.

Howard said, "It has taken me years to learn what I do and I still make a lot of mistakes. The point is to learn from them. You don't hit a home run every time. But it's my job to keep my exhibitors working and happy. Our main concern is for the artists, and we spend a lot of our time educating them on how to succeed. They know that we are there for them and will help them in any way possible. In so many ways, they are like family to us. We also want to give back to the community. Though it's not publicized much, we raise thousands of dollars for various civic groups, such as area Chambers, Councils, Downtown Associations and City Charities.

"I put the artist's interests first. If they are not going to be able to sell, there will not be a show. Rest assured, if a show is to go on, you can count on the fact that I am putting you in an environment where I believe you can succeed."

SA Publisher Ron Jones said, "I had the fortunate opportunity to have lunch with Howard at his Naples show. I must say, I was sincerely impressed with Howard's business acumen and genuine compassion for the artists. He really cares, and it shows. In fact at 5:00 am on opening day, I saw Howard riding his bicycle around the grounds, helping artists set up and get ready to sell."

Often unrecognized are Howard's extensive time and efforts put into area research and demographic studies prior to starting a new show. Howard commented, "You could say we have been a pioneer of sorts, doing everything that can be done, and then some, along the way. I spend at least one year researching an area before even deciding whether or not to do a show there. Just because someone 'thinks' an area will make for a great show, doesn't mean it will.

Whether a show will take place is dependent on demographics and demands, including quality. I put the artist's interests first. If they are not going to be able to sell, there will not be a show. Rest

assured, if a show is to go on, you can count on the fact that I am putting you in an environment where I believe you can succeed.

Howard also is known for the vast amount of time and money put into advertising, which he confided is on the million dollar range per year and often comes at the expense of additional artist amenities. He is quick to ask exhibitors, "Do you want donuts or do you want large, buying crowds?" Exhibitors praise him for his directness and for bringing in large, well art-educated crowds, and typically are quick to dismiss the lack of amenities because of the excellent sales venue. They also value the extra personal attention and assistance he offers. It is not uncommon to see Howard assisting exhibitors with setup or offering a little pep talk on selling or booth display. It is a consistency of commitment and quality that has created a faithful following among artists as well as customers.

Again, you find the love/hate relationship, just as Ron Jones did walking the Naples show. He said, "I was quite surprised by the comments I heard from exhibitors. At least 50% were ready to rise up for Howard, praising him up and down, for everything from sunrise to sunset. It was very clear that they love him. I heard amazing stories about Howard helping people with personal situations, even offering his car, money or a place to stay for the night to people in desperate need. They may not agree with or even like Howard, but they know that he does everything in his power to bring in large crowds and provide an excellent selling atmosphere."

*"Professional, dynamite advertising,
high caliber events.....let me know
where the show is and I'll be there if
it is a Howard Alan Event."
Jim Gerard Holehouse*

THE FUN SIDE OF THE POTOMAC
ALEXANDRIA, VA

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Large selection of fine American, English and Continental furniture. 18th- and 19th-century paintings and decorative objects.

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www.StudioAntiquesandFineArt.com

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Juried shows of work by contemporary artists in all media as well as classes and workshops.
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132 King St., 703/299-6616
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www.artcraftcollection.com

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102 N. Fayette St., 703/838-9785
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www.artsafire.com

Broadway Gallery
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A diverse selection of investment & decorative art work

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CHAMBER
OF COMMERCE**801 N. FAIRFAX ST.
SUITE 402
ALEXANDRIA
VA 22314PH 703.549.1000
FX 703.739.3805

www.alexchamber.com

23
3-25-03Accredited by the
Chamber of Commerce
of the United States of AmericaKerry Donley
Mayor
City of Alexandria
City Hall
301 King Street
Alexandria, VA 22314Dear ~~Mayor~~ ^{KERRY} Donley:

The Alexandria Chamber of Commerce, throughout its 97-year history, has been an active leader and supporter of efforts to improve the economic vitality of the City of Alexandria. As an organization, we are committed to assisting our business community through programs such as those offered by the Small Business Development Center. At the same time our sister organizations, the Alexandria Economic Development Partnership and the Alexandria Convention and Visitors Association have initiated their own efforts to stimulate the city's economy.

To this end, the Chamber is supportive of the Alexandria Festival of the Arts. We hope to work with ACVA to ensure its success this year and to build on that success in the years to come. It is our feeling that with the coordinated effort of the neighborhoods, businesses and the city government an event such as this will enhance the appeal of our wonderful city. It is our hope that as this event grows and matures it will become a partnership of the performing as well as the visual arts in celebration our rich seaport heritage. It will be then that Alexandria will become a national destination for at least one weekend a year and that those visitors will be compelled to come back to shop in our shops, eat in our restaurants and stay in our hotels.

We look forward to future discussions regarding additional activities and events, which have the potential to impact the Alexandria economy in a positive way.

Sincerely,

John Redmon
ChairmanKen Moore
President & CEOCc: Members-City Council
City Manager
ACVA2002 ANNUAL
CORPORATE SPONSORS:

POTOMAC YARD

MARTIN FOCUS GROUP CENTRES
WE FOCUS ON VIRGINIA

Sent to CC

23
3-25-03

Mark Jinks
03/25/2003 12:03 PM

To: Susan K Seagroves/Alex@Alex
Subject: FW: Arts Festival, please distribute

for distribution at for tonight's Council meeting along with any other letters, emails you may have received since the docket went out

----- Forwarded by Mark Jinks/Alex on 03/25/2003 11:59 AM -----



"Jmitchell"
<jmitchell@funside.com>
m>
03/25/2003 11:55 AM

To: "Susan Grandgeorge" <theismanns@aol.com>, "Adam Winer" <contactartcraft@aol.com>, <AnnDorman@aol.com>, "B. Hudson Riehle" <hriehle@dineout.org>, "Bryan Thompson" <Bthompson@capitalhospitality.com>, "Cathy Callard" <Cathy@dcexclub.com>, "David G. Speck" <DSpeck@aol.com>, "Kathleen Callender" <kcallender@comcast.net>, "Linda S. Jeffries" <ljeffries@freedomforum.org>, "Marianne Russell" <maryanne_russell@hilton.com>, "Mark Jinks" <mark.jinks@ci.alexandria.va.us>, "Mary Ruth Coleman" <mrcoleman@cavtel.net>

cc:
Subject: FW: Arts Festival, please distribute

More support for the festival.

Alexandria, The Fun Side of the Potomac

Jo Anne Mitchell
President/CEO
Alexandria Convention & Visitors Association
421 King Street, Suite 300
Alexandria, VA 22314
703-838-4200 x 202
JMitchell@FunSide.com

Come Visit us at www.FunSide.com

-----Original Message-----

From: Spencer, Peter [mailto:Peter.Spencer@mail.house.gov]
Sent: Tuesday, March 25, 2003 11:43 AM
To: 'philip.sunderland@ci.alexandria.va.us'
Cc: 'jmitchell@funside.com'
Subject: Re: Arts Festival, please distribute

Dear Mr. Mayor and Members of City Council:

I write on behalf of the Upper King Street Neighborhood Civic Association (UKSNA) to express support for the proposed Alexandria Festival of the Arts, to be held this coming September 13 & 14, 2003. From the information presented to the Association's monthly meeting last week, this art festival appears to be well-conceived and to hold the potential for creating an important late-summer event for the Old Town area.

In general, UKSNA supports activities that maintain and enhance the vitality of the King Street area, particularly the increasingly lively area in our

part of town between the Metro and Route 1. We would anticipate that a successful establishment of an art festival on lower King Street will extend many benefits up to this area as well, and provide another enjoyable activity for us to enjoy in the meantime.

Of course, a successful event depends on successfully addressing the various neighborhood and City concerns regarding traffic impacts, garbage, restroom needs a large crowd generates. Given what appears to be a professional and thoughtful approach to this project by the Alexandria Convention & Visitors Association, we have good reason to expect any problems will be reasonably addressed and so would support Council granting a waiver to City rules to allow the event to go forward that weekend.

Sincerely,
Peter Spencer
President
Upper King Street Neighborhood Civic Association

c.c. UKSNA Executive Committee
Philip Sunderland
Jo Anne Mitchell



*Received by CC, CM
Sent to Recreation*

Sheraton Suites
ALEXANDRIA
VIRGINIA

F: 3/25/03

February 28, 2003

Mayor Kerry Donley
Alexandria City Hall
301 King Street
Suite #2300
Alexandria, VA 22314

Dear Mayor Kerry Donley,

As an Alexandria business that has suffered economically from recent events such as the sniper attacks, the elevated terror alert, economic slowdown and now extreme weather, I would welcome the revenue that would be generated from the estimated 20,000 visitors that would attend the proposed Alexandria Festival of the Arts in September 2003.

I understand the event sponsor, Howard Allen Events, has a proven track record of producing quality art festivals and has provided revenue projections for City of Alexandria and area businesses based on similar shows in other upscale cities.

I am certain that once you have an opportunity to review the economic benefits to the city and its businesses, you will vote in support of the Alexandria Festival of the Arts.

Sincerely,

John Varghese
General Manager

Received by CC, sent to CM, Recreation

The Wharf

Seafood Restaurant

~~F: 3/5/03~~

February 28, 2003

Mayor and City Council Members
 Alexandria City Hall
 301 King Street
 Alexandria, VA 22314

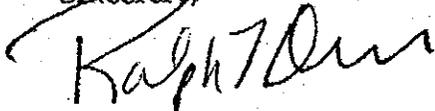
Dear Mayor Donley,

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I am certain that once you have an opportunity to review the economic benefits to the city and its businesses, you will vote in support of the Alexandria Festival of the Arts.

Sincerely,



Ralph T. Davis
 Owner



Received by CC, sent to
CM, Recreation

THE WAREHOUSE BAR & GRILL

FEB 28 2003

February 28, 2003

Mayor and City Council Members
Alexandria City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Donley,

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Sincerely,



Hossein Pishdadazar
Owner



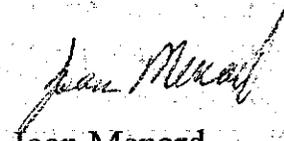
cc -
recd.
cm, Recreation
F: 3/25/03

Joan Menard
Torpedo Factory Art Center
105 N. Union Street
Alexandria, VA 22314

3/01/03

Dear Mr. Mayor,
City Councilman,
Members of the A.C.V.A.
And whom else it concerns,

I am writing to clarify a misunderstanding of the last paragraph to my cover letter referring to the Art Festival. In it I promised to not push the issue anymore, but stated that several of our artists are Old Town residents and that I can not control what they may do. I also said that their actions pertaining to the matter of the festival are not to reflect on the TFAA or me. I had no intent to imply that I do not trust them or their actions. The truth is I have the greatest respect for all of our artists, and I especially rely on the input of the ones who reside in Alexandria's Old Town, as they are a fountain of knowledge and care for their community and have served loyally on our board. My intent was to not hold them to "MY" pledge of not pushing the festival issue any farther. They have the right and freedom to do, as they think best for themselves and their community. I apologize to all of those concerned to which I may have given the wrong impression. I only wanted to share some knowledge; I did not want to cause problems for my artists, the TFAC or the city.



Joan Menard
President of the TFAA





*Sent to CC,
@m. Recreation
F. 3/25/03*

February 26, 2003

Mayor Kerry Donley and
Members of City Council
City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Donley and Council Members:

The Board of Directors of the Eisenhower Partnership met with JoAnne Mitchell of the ACVA to hear about the Art Festival tentatively scheduled for September 13-14, 2003 in Old Town.

Ms. Mitchell informed the Board regarding the steps taken to date to insure a quality Art Festival, which will enhance the City's reputation as a tourism and arts destination. Such an event should draw visitors from across the country, and from nearby areas, bringing additional tax revenue to the City and much needed revenue to the shops, restaurants and hotels in Alexandria. We understand that all City ordinances and regulations will be adhered to, sufficient parking and shuttle buses will be provided and that this will be an event that involves both business and residents. An added plus is that a local non-profit S.C.A.N. will receive all the profits from the sales of an original print designed to promote the festival.

The mission of the Alexandria Convention and Visitors Association is to bring tourism to the City, dollars to the City and visitors to the City. The Arts Festival should help accomplish this. The Eisenhower Partnership supports the Arts Festival and requests that City Council do likewise.

Sincerely,

Sharon B. Hodges
Executive Director

cc: JoAnne Mitchell
Phil Sunderland, City Manager

*Sent to CC, CM,
Recreation*~~5-2-03~~**JOE THEISMANN'S**
RESTAURANT

1800 A Diagonal Road Alexandria, VA 22314 703-739-0777 fax: 703-739-0780 theismanns@aol.com

Alexandria City Council
Alexandria City Hall
301 King Street, Ste 2300
Alexandria, VA 22314
March 1, 2003

Dear Honorable Mayor and Council Members:

I write as both a member of the ACVA Board of Governors and a business owner in Alexandria regarding the proposed Alexandria Art Festival hosted by Howard Alan Events, Ltd. I first became aware of the idea at an ACVA governors' meeting when Adam Winer, a local artist and businessman, enthusiastically described the event and its obvious benefits to the city, its residents and businesses. I am fairly new to the board and often look to veteran members for information and input. Among these other members are representatives from the Chamber of Commerce, Eisenhower Partnership, Alexandria Economic Development, KSMET, Potomac West Business Association, Office of Historic Alexandria, Old Town Business Association, the city council, the city manager's office, and prominent restaurants, hotels, museums and businesses. The reaction to the proposal was unanimously positive. Receiving excited support from us, the next steps, meeting with the City Manager's Office and various effected citizen and business organizations, were put into motion.

It has only been recently that I became aware of the passionate concerns and I guess it is correct to say, resistance, to the festival plan from some local artists. As a local businessperson, I certainly do not want to offend or alienate other members of the business community. As an ACVA governor, I worried that I had too quickly given my support to an event without enough questioning. Although my approval most likely played a miniscule role in the acceptance of the idea, I wanted to be certain that "the city" had been given the opportunity to be informed and respond. I asked Jo Anne Mitchell, President and CEO of the ACVA, when and how this had taken place. She provided the following chronology of meetings with groups that would be involved, and/or effected by the festival.

- *September -first public announcement at ACVA Annual Meeting – attended by representatives from most every organization in the City*
- *October, November and January ACVA Board meetings -discussed in detail (see attendees above)*
- *December -met with Joan Menard, President of the Torpedo Factory Artists Association*
- *late November or early December -briefed Old Town Business Association - attended by businesses along lower King Street to include several artists from the Torpedo Factory*
- *Jan 16 -briefed KSMET Board of Directors*

- Jan 21 -briefed Carlyle Towers Residents
 - Jan 21 -sent letters to 18 civic and business associations requesting time to present the Art Festival to them.
 - Feb 11 -briefed Arts on the Avenue
 - Feb 25 -briefed Arts Commission
 - Feb 25 -briefed Eisenhower Partnership
 - Feb 26 -AHA
 - Feb 27 -Old Town Civic Association
 - Feb 27 -Arts Forum
 - Talked to almost every business on King Street from Union to Fayette, dropped off notice/invitation regarding March 28th Fun Side Forum for discussion of the festival
- In addition, the following presentations have been scheduled:
- March 8 -Founder's Park
 - March 6 -Holmes Run Park
 - March 18 -Historic Alexandria
 - March 20 -Rosemont
 - March 28 -Fun Side Forum scheduled for three months to discuss the art festival.

This thorough and extensive list assured me that the ACVA had made the effort to inform, involve and gather feedback from the city. I then felt comfortable that the decision had not been "ramrodded" by the ACVA, yet still uncomfortable that some artists were opposed to the plan.

Without having seen the letter from the Torpedo Factory Artists Association, I tried to empathize with their position. What seemed to me a similar scenario, one I could imagine, would be a proposed Taste of the Town to be held on a closed Diagonal Road. It would block the view of my front door and feature food from all the competition, filling up potentially hungry customers. I would be invited to participate, however this would not compensate for the loss of business I would suffer that day. I took the imagined scenario further in my mind and concluded that the city probably would not allow the sale of alcohol on the street and thus, I would benefit from those sales during the event. In addition, hundreds of potential future patrons would be exposed to my location and appeal and return at later dates. In other words, there would be issues that could be addressed and resolved.

I have since seen the TFAA letter that specifies the particular concerns of that group. Many of the issues have already been resolved. Many, as in any difference of opinion, can be argued from different perspectives. For instance, will a non-profit hosted or Howard Alan hosted festival be more organized, bring in more tourists, leave the city coffers more inflated? I am not going through each concern or issue to examine them from different viewpoints. It is unproductive at this time. I am, however, going to reiterate my support and encourage yours for the currently planned art festival for this reason. Regardless of viewpoint or preference, no one will really know which is the best route until an art festival, regardless of which one it is, comes and goes. Nearly everyone seems to agree that an art festival will be a good thing for the city. So let's have one. Then there will be results to examine, from all sides, and to provide a base from which to deviate or to duplicate.

It would be ideal, of course, to have an art festival with the contribution, cooperation, participation and enthusiasm of all effected, especially the local artists of the city. I hope as the plans progress, this will evolve. It certainly seems that an art festival in the city will serve in some way to showcase the artists of the city. However, it also seems that local artists would have potent information on how to do this. Although it is evident that the opportunity to become informed and involved was made available, the response came late. In hindsight, it would have been wise to have tapped into that pool of knowledge extensively and early on. As it would be wise for us now to commit to work more closely together in evaluating the results of any festival, should there be one, and in planning future ones.

As an employer, parent and citizen, I try to emulate the lyrics of a song my daughter sang in a third grade show. "Accentuate the positive. Eliminate the negative. Latch on to the affirmative. So long to Mister In-Between". In the TFAA letter, there are many positives stated in connection with an art festival. Among the many other cited groups addressed, there is overwhelming positive response to the proposed Howard Alan art festival. In conclusion, at this point in time, the proposal for the Howard Alan Events festival is very well supported, approved by the city events committee and tentatively scheduled. It comes with experience and a good reputation. As a member of the ACVA Board of Governors, my support of this event is consistent with the ACVA function and my commitment to the city to "work to increase tourism and conventions that generate revenues and promote the City of Alexandria and its assets". I thus encourage your support as well.

Thank you for your attention.

Sincerely,



Susan Grandgeorge
Proprietor, Joe Theismann's Restaurant





Sheraton Suites
ALEXANDRIA
VIRGINIA

*cc
keep.
sent to Cdn, Rec.
February 25*

February 28, 2003

Mayor Kerry Donley
Alexandria City Hall
301 King Street
Suite #2300
Alexandria, VA 22314

Dear Mayor Kerry Donley,

As an Alexandria business that has suffered economically from recent events such as the sniper attacks, the elevated terror alert, economic slowdown and now extreme weather, I would welcome the revenue that would be generated from the estimated 20,000 visitors that would attend the proposed Alexandria Festival of the Arts in September 2003.

I understand the event sponsor, Howard Allen Events, has a proven track record of producing quality art festivals and has provided revenue projections for City of Alexandria and area businesses based on similar shows in other upscale cities.

I am certain that once you have an opportunity to review the economic benefits to the city and its businesses, you will vote in support of the Alexandria Festival of the Arts.

Sincerely,


John Varghese
General Manager





Old Dominion Boat Club

Organized 1880

P.O. Box 1245
Alexandria, Virginia 22313
(703) 836-1900 • Fax: (703) 836-5764

*Sent to
CC,
Recreation*
~~2/27/03~~

February 27, 2003

Mr. Philip Sunderland
City Manager
City of Alexandria
City Hall Room 3500
Alexandria, VA 22314

Dear Mr. Sunderland:

The Old Dominion Boat Club would like to congratulate the Alexandria Convention & Visitors Association on their creativity in bringing a nationally recognized art show to the City next September. As a neighbor and active member of the community, our club is very supportive of this event and our members look forward to it.

A leisure event of this caliber has the potential of attracting many boaters to our City. An art festival enhances Alexandria's reputation as an affluent destination and gives us a new opportunity to reach out to people who appreciate culture and the arts. It is something new and different—a first for Alexandria. Our members have enjoyed all the city has to offer over the years and I'm sure that this will be an added benefit for them as well.

On behalf of the Old Dominion Boat Club, we wish the city and ACVA the best of luck in this endeavor and extend a sincere offer to be of any assistance that we can.

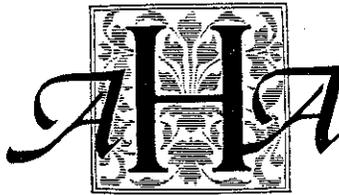
Sincerely,

James W. Lavery

James W. Lavery
President, Old Dominion Boat Club

✓ cc. Mayor and City Council





Received by ce

Alexandria Hotel Association

221 King Street, Alexandria, Virginia 22314 1-800-296-1000

February 19, 2003

Mayor Kerry Donley and City Council Members
Alexandria City Hall
301 King Street
Alexandria, VA 22314

Dear Mayor Donley and City Council Members:

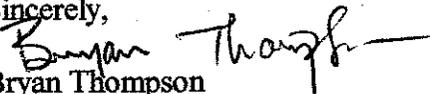
I am writing on behalf of the 21 members of the Alexandria Hotel Association who wholeheartedly support the Alexandria Festival of the Arts, which is planned for the weekend of September 13 - 14.

Alexandria's reputation as a travel destination is linked to its rich cultural history and to its dedication to the arts. Hosting an art festival of the caliber and nationwide reputation for which Howard Alan Events is known demonstrates the commitment of the City to the arts and enhances this reputation.

We see the festival as an opportunity that will benefit many types of Alexandria businesses. Hotels and restaurants will plan specials around the weekend. Retail shops will benefit from the spillover from the festival. Art galleries will open their doors as extensions of the festival going on in the street. The tempo of the City will be lively during a period that is historically slow for tourism. With our lagging economy, events such as this are more important than ever.

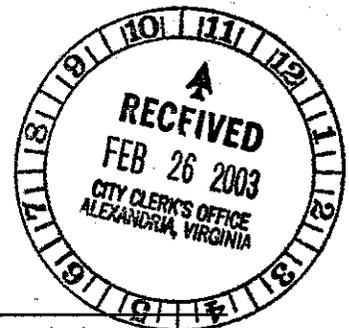
Working as closely as we do with the Alexandria Convention & Visitors Association, we know that coordination of this event will be highly professional and disruptions minimal. We look forward to working with them and with the many businesses and residents who join us in supporting this effort.

Sincerely,


Bryan Thompson
President

Alexandria Hotel Association
703-370-1000 ext.7151

cc. City Manager Phil Sunderland
ACVA Board of Governors



* A Proud Charter Member of the Alexandria Convention and Visitors Association *

